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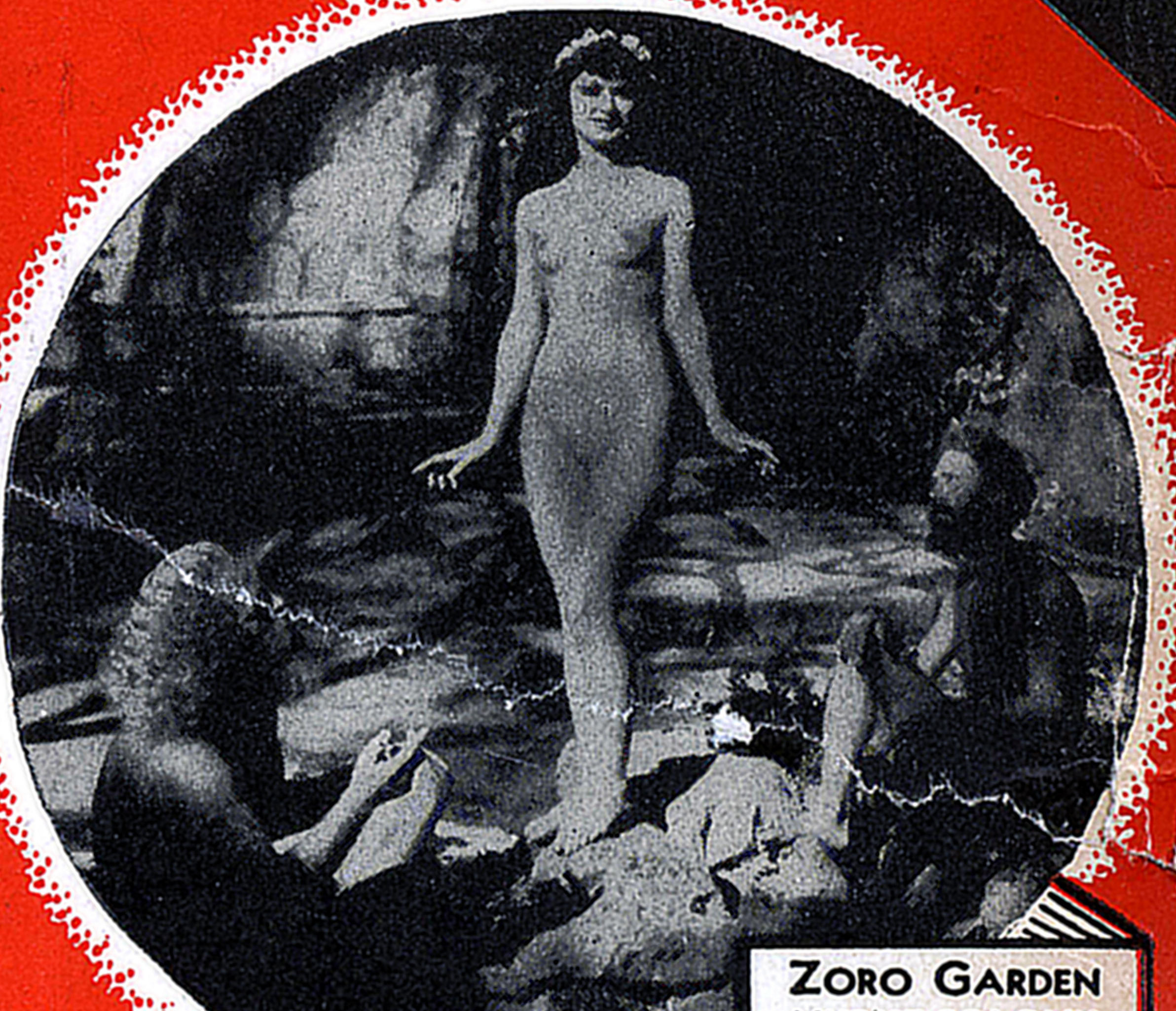

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Vol. XLVIII
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November 28, 1936

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SECURITY LAW FOR ACTORS

Those Under Direction Can Get Old Age Pensions From New Law

Contractors, however, are not eligible — government advises all players to fill out blanks—same rulings for musicians—Ralph Whitehead wants minor changes

NEW YORK, Nov. 21.—Actors working under direction, as in legit, radio, presentation units and most floor shows, along with band musicians and theatrical workers, are eligible to apply for old-age benefits under the Social Security Law. On the other hand, performers, band leaders and band contractors who are considered independent contractors because they offer an act rather than personal services are not eligible under the security system, which will pay benefits to those over 65 years beginning in 1942, and for which payments must be made beginning January 1. All performers, musicians and theatrical workers may apply for registration anyway. Local Social Security Board office is at 45 Broadway.

It appears that the safest thing to do is to apply and get a registration card. "If you do not work in a qualified job you may later," says Mrs. Anna Rosenberg, New York regional director of the board here. Because of the peculiar nature of show business, in which a musician or performer can be an "employee" one week and an "independent ccontractor" the next, show people should register anyway so that their qualified jobs may be recorded. Upon the record of jobs is the rate of payment of old-age benefits computed.

A vaude performer playing in his own act is an independent contractor and as such is ineligible for benefits, but is responsible for submitting to U. S. Department of Internal Revenue the stipulated percentages levied on others employed in the act.

Similarly with musicians, employees in the band, which may include the players, arrangers and the leader, are eligible. But owner of the band, perhaps a leader, player or corporation, is classed as an independent contractor and as such is

(See SECURITY LAW on page 12)

Pa. Tax Nets $4,402,150

HARRISBURG. Pa., Nov. 21.—Pennsylvania emergency amusement tax has netted the state treasury $4,402,150 during the present biennium to November 1, John B. Kelly, state secretary of revenue, reports.

Heavy Reservations Made for IAFE and NAAPPB Meetings

CHICAGO, Nov. 21.—A check of early reservations at the Hotel Sherman for conventions of the International Association of Fairs and Expositions and National Association of Amusement Parks, Pools and Beaches indicates heaviest attendance in years. A check of the Sherman reservation books early in the week by a representative of *The Billboard* showed the following names, which were jotted down from the reservation memos:

For the IAFE convention: Raymond A. Lee, Elwood A. Hughes, Ralph T. Hemphill, Max Goodman, Stanley Graham, J. W. and Frank Conklin, Charles A. Nash, Mr. and Mrs. P. W. Abbott, Johnny J. Kline, Abner K. Kline, T. P. Eichelsdoerfer, Mazie C. Stokes, H. L. Fitton, Harold F. DePue, Leo C. Dailey, Charles W. Green, Joel H. Bixby, Frank D. Fuller, R. L. Lohmar, H. W. Avery, E. E. Frizell, Paul Klein, C. W. Taylor, F. H. Manning, W. C. Fleming, Elmer Brown, Charlie T. Goss, O. W. Hennies, H. W. Pollack, L. S. Hogan, James E. Strates, J. P. Colihan, H. E. Terry, Gus Sun, Mr. and Mrs. Noble C. Fairly, J. C. Howe, Mr. and Mrs. Arthur E. Campfield, J. L. Mellor, Harry Summerville, John M. Sheesley, Roy F. Potts. Many of these will have their wives and various members of fair boards with them.

For the NAAPPB convention: Harry C. Baker, A. R. Hodge, Fred W. Pearce, Edward L. Schott, George A. Hamid, N. S. Alexander, R. S. Uzzell, John Wendler and son, John Logan Campbell, R. E. Haney, George Gantner, Mrs. Belle Cohen, A. L. Filograsso, W. H. Duncan, Arnold B. Gurtler, Charles Curtis, Conrad Trubenbach, Cy D. Bond, R. A.

(See HEAVY RESERVATIONS page 12)

Johns Elected By Canadians

Exhibition men talk rail rates in Toronto—States showmen in attendance

TORONTO, Nov. 21.—At the annual meeting of the Canadian Association of Exhibitions, Class A fairs, in the Royal York Hotel here on November 19 and 20, Sid W. Johns, secretary of Saskatoon Exhibition, was elected president, and A. W. McKenzie, Amherst (N. S.) Exhibi-

(See JOHNS ELECTED on page 6)

Trailer Mfrs. Move To Control State Legislation

Chicago meeting serves a warning that strict regulations are inevitable—uniformity of laws necessary for future of industry stressed

CHICAGO, Nov. 21.—The Trailer Coach Manufacturers' Association opened its first national convention amidst evidence of State legislation that threatens to severely handicap the future of the industry. All manufacturers were in accord as to the necessity of some regulation, but were unprepared to organize a definite platform designating uniform and liberal laws. Sidney Williams, a director of the National Safety Council, reviewed the many hazards on the road and in camps from an unregulated usage of thousands of trailers by almost a million Americans. Lou Wallace, of Iowa, former president of the American Association of Motor Vehicle Administrators, warned the manufacturers of the need for immediate action in order to curb the impending laws to be considered by the State Legislatures onvening thruout the country next nuary.

W. Russell Wilday, of Peoria, Ill., manager of the Coast Builders' Association, placed his entire association on record as conceding that regulation was needed and that they were preparing to co-operate in drafting the statutes.

Wilday cited the various features of house trailers which required most attention. "The toilets in the trailers are a health problem," he said. "There have already been some mild epidemics of typhoid in the country directly charged to trailer travel. Trailers of all sizes, shapes and physical conditions are now ambling over the State highways presenting new problems to local and State law enforcing agencies. Many of the home-made variety are unmanageable, swaying from side to side and criminally lacking in brakes. Many are without proper lights."

Mr. Wallace explained to manufacturers: "If your association doesn't advance proposed regulations, States will enact measures independently, and the

(See TRAILER MFRS. on page 12)

Amusement Taxes Show Big Gain In Mississippi; October Sets Record

JACKSON, Miss., Nov. 21.—Mississippians, enjoying more prosperity than in many years, are "going to town" for entertainment, figures released by the State Tax Commission indicate.

A gradual increase in amusement tax receipts from January thru August jumped to a tremendous gain in October. with prospects of an even heavier gain in November.

For the first 10 months of this year tax receipts show a 15 per cent increase over the same period a year ago. Up until the "carnival" season the increase was about 10 per cent above the same period a year ago, but with a record crop of circuses, carnivals and other tented attractions, tax receipts have jumped to beyond 15 per cent.

Tax totals also show that amusement tax receipts from the Mississippi Free State Fair are 27 per cent above 1935.

All transient amusement firms playing in the State have contributed heavily to the State's tax totals, officials of the commission pointed out. They said that they have very little trouble in getting full co-operation of even the smallest traveling amusement concerns.

October's amusement tax increase was heaviest in history. In October, 1935, the commission collected $34,7002.42, and this year $50,296.56, an increase of $15,594.14, or over 30 per cent. Taxes collected by Cole Bros.' Circus are not counted in this month's totals and will appear on the November showing.

In 1932. first year of the new amusement tax law, collections were only $94,031.55; in 1933, $155,002.71; in 1934, $283,083.71; in 1935, $306,192.26, while the first 10 months of this year show a total of $285,967.68.

Talk of Cuts Scares WPAers

Fear of personnel slashes or abandonment of project—'Happen' runs on 19 fronts

NEW YORK, Nov. 21.—Federal Theater employees, confronted with persistent rumors of cuts in personnel and perhaps disbanding of the entire WPA, are nervously struggling with an aggravated condition of ants in their pants. President Roosevelt is urging the WPA remain until June. Most recent headache, coming on top of last week's centralizing announcement, and tying up with increased investigations concerning "neediness" of workers, is a rumor to the effect that older performers on the Variety unit, so-called "unemployables," will be weeded out and thus dumped into the none-too-willing arms of overburdened theatrical charitable organizations.

For the rest, the 19 productions of *It*

(See TALK OF CUTS on page 12)

Maynard Firm In Bankruptcy

LOS ANGELES, Nov. 21.—Under the heading, "Ken Maynard's Circus Firm Files Bankruptcy Plea," a local daily newspaper this week carried a storv that the Diamond K Ranch Circus Corporation, of which Ken Maynard is president, filed a debtor's petition in bankruptcy in Federal Court. The petition, the paper stated, was filed by the corporation's attorneys, Carpenter, Babson & Fendler, and listed assets of the company at $45,000, with obligations exceeding $30,000; the assets consisting principally of horses, wagons and circus equipment.

Another daily in an article headed "Ranch Would Reorganize," said: "Admitting inability to meet current debts and obligations, the Diamond K Ranch Circus Corporation, of which Ken Maynard is president and chief stockholder, filed a petition in Federal Court for permission to reorganize under Section 77-B of the amended bankruptcy act. The circus is solvent, the petition set out, but is temporarily unable to meet its obligations."

The show, organized early this year by Ken Maynard and titled Ken Maynard's Diamond K Ranch Circus, Wil

(See AYNARD FIRM on page 12)

THE INDEX APPEARS ON PAGE 41 THIS ISSUE

Equity and Screen Actors May Help in Flesh Drive

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Campaign may also include paid broadcasting—AFA and 802 work on producing units for indie houses—New York stages parade—Philly drive ignored by newspapers

•

NEW YORK, Nov. 21.—According to authentic union sources, latest developments in the "bring back flesh" campaign are (1) the possibility that Screen Actors' Guild and Actors' Equity may join the movement, the latter tying it up with its legit revival campaign here and on the road, and (2) the report that the drive may be given the added impetus of national propaganda by means of paid broadcasting. In addition, things are humming locally, with Ralph Whitehead, AFA secretary, stating that confabs will be held within the next two weeks between indie theater owners and AFA and Local 802 for the purpose of putting units, to be produced jointly by the latter two organizations, into theaters. Action on this point has been pending a long time, but possibility of realization seems quite plausible now that the musicians and performers are ready to offer very favorable terms.

More immediate concern, however, attaches to the outcome of today's parade, which, with more than 100 cars and busses, is slated to assemble on Fifty-First street, parade to Broadway and then to City Hall. Noted band men to appear in the demonstration are Cab Calloway, Joe Moss, Ozzie Nelson, Dick Stabile, Carl Fenton, Meyer Davis, Claude Hopkins, Vincent Travers, Ben Bernie, Russ Morgan, Shep Fields, Rudy Vallee, Emil Coleman, Vincent Lopez, Eddie Duchin, Dick Himber and Guy Lombardo.

As for routine matters, 26 theaters here, as against 17 in Philadelphia, are

(See Equity and Screen on page 35)

Nab 17 in Raid on Davenport Burlesk

DAVENPORT, Ia., Nov. 21.—Chief of Police Sam Kelly announced today that he will take action to have the license of the Liberty Theater, only burlesque playhouse in the Tri-Cities, revoked following a raid Wednesday night which resulted in the arrest of 17 men and women and the seizure of a large quantity of alleged obscene literature.

Oscar Raphael, Liberty manager, was fined $45 and costs when he pleaded guilty in city police court on a charge of keeping a disorderly house, while Morris and Sam Sturm, both of Rock Island, were each fined $25 and costs on charges of selling obscene literature. Mayor Merle F. Wells indicated today that he would revoke the theater license if it is the request of the chief of police. Included among those arrested were five chorus girls.

Police announced that the collection of obscene literature and pictures seized was the largest confiscated here in a number of years. The raid, police stated, was staged after several complaints had been received that the literature and pictures were being sold in the theater and were getting into the possession of young boys. A police officer, dressed in civilian clothes, attended the performance Wednesday night, purchased some of the literature and pictures and then, with the assistance of other officers and detectives, staged the raid.

In police court Judge Hornby declared that the literature and pictures were "shocking" and that he was levying heavy fines in the hope that it would put a stop to the sales. The Sturms were ordered by the judge to leave town and never return. Chief Kelly also ordered those arrested who were permanent residents here to leave the city immediately.

According to the officer who attended the show, the Sturms made their "sales talk" between the acts to a mixed audience. He declared that the salesmen explained that the "French pictures" were being offered at bargain prices. Prices for the literature and pictures ranged from 25 cents to $1.

"Call It a Day" Stays At Grand O. H., Chicago

CHICAGO, Nov. 21.—*Call It a Day*, the Theater Guild play currently at the Grand Opera House, will not close its run here November 28, as previously announced, but will continue indefinitely. Cast is headed by Gladys C

Merivale.

Wilson, Calloway Leading Brunswick

NEW YORK, Nov. 21.—Brunswick reports Teddy Wilson is heading its list with his recording of *The Way You Look Tonight* and *Easy To Love*. Cab Calloway's recordings of *The Hi De Ho Miracle Man*, *Copper-Colored Gals* and *The Wedding of Mr. and Mrs. Swing* are right behind Wilson. Other Brunswick leaders are *Song of the Islands* and *Jimtown Blues*, by Ben Pollack; *Yearning for Love* and *Trumpet in Spades*, by Duke Ellington, and *I Wasn't Lying When I Said I Love You* and *The Harlem Waltz*, by Leo Reisman.

Melotone's latest recordings are *There's Something in the Air* and *You're Everything Sweet*, by Vincent Lopez; *There's Frost on the Moon* and *Tea on the Terrace*, by Dick McDonough; *Top of the Town* and *Where Are You?*, by Sterling Young.

Singing Waiters Coming Back; 500 Serving Carusos in Club

NEW YORK, Nov. 21.—For those who thought singing waiters had passed out with *Sweet Adeline* quartets, barbers' mugs and whale-bone corsets, the Entertaining Waiters' Association, a chartered club with a membership of 500, reports things are on the up-and-up. Singing waiters are worried about unionization. Union actors regard them with distrust because of their ability to juggle a tray, and union waiters view them with a jaundiced eye as a hybrid class perhaps a notch higher in the social setup.

Speaking from the organization's headquarters on West 46th street, Larry Mulvaney, chairman of the board of directors, estimated that about 700 taverns, grills and other niteries in the Manhattan area hire this type of talent. In a short while the association, begun in March with a membership of about 25, hopes to have tied up all the tray-juggling Carusos now on the loose.

"Most of 'em," said Mulvaney, while casting a casual eye around the smoke-laden rooms, where men were tinkling a piano, playing cards or just chattering, "are ex-vaudevillians, burlesque men, emsees, dancers, singers, etc., and are batting for two or three nights a week. Things are picking up."

Avowed purpose of the association is the creation of a more congenial spirit between its men and "the bosses."

Officers are Jimmy Brown, president; Eddie Delaney, vice-president; Dinny Nelson, treasurer; Cal Valentine, secretary; Eddie Brennan, recording treasurer; sergeant at arms, Artie Harkins, and a board of directors, including Mulvaney, Vin Scanlon, Tom Ordell, Harry Cressy, Charles McKee, Bobby Lee and Eddie Brennan.

The boys meet once a week to swap gossip about jobs and to rehearse new numbers.

300 Concert Dance Events in New York Last Year; 22 Tours

NEW YORK, Nov. 21.—Concert dancing is finally coming into its own as a commercial proposition. According to John Martin, dance critic of *The New York Times*, this past season saw more than 300 "dance events" in this city, while 22 dance attractions toured the country, this figure including 16 native American groups. Ten years ago there weren't more than 50 dance events locally and probably only a couple of touring companies.

In his book, *America Dancing* (Dodge), Martin outlines the remarkable advance of dancing in this country, pointing out that key cities like New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Boston and Los Angeles, along with college centers. have been witnessing a terrific interest in the so-called better type of dancing. Calling attention to the fact that the 16 American touring dance shows compared favorably with the number of legit shows on the road last season, Martin also points out that one company, Ted Shawn, played

Among other dancers who national tours the past two years are Tamiris, Doris Humphrey-Charles Weidman, Caroly Goya and Martha Graham.

In addition to independent "dance events," subsidiary dance groups have been doing all right, too. The Radio City Music Hall resident ballet company, for example, now holds the world's record for consecutive performances. Martin says, "When it is considered that this company has been continuously active since it opened under the direction of Leo Staats at the Roxy Theater in 1927, and that its schedule averages 30 performances a week, its grand total —by the end of the season of 1935-'36—had passed the 14,000 mark.

The business of importing well-publicized foreign dance troupes is still a profitable one. S. Hurok has just sent out the Monte Carlo Ballet Russe for its annual American tour and is bringing over Trudi Schoop for her second American tour, opening December 18 here, followed by dates in 74 other cities and tours of Canada, Mexico and South America.

P. D.

Movie Miracle

SYDNEY, Australia, Nov. 14.—A young man was carried into a Melbourne picture house recently, a hopeless cripple. But after seeing the picture he walked out unaided. The doctor's explanation of this was that the youth was so moved by the film that, as the strains of the national anthem came from the screen, he stood up before realizing what he was doing. Had been paralyzed for 10 years.

Expect Hot Fight in Philly Musician Poll

PHILADELPHIA, Nov. 21.—Election of officers at Musicians' Local 77 promises to be as heated and mud-slung as the past Presidential poll. Tooters cast their tickets next month, and the ballots reveal Romeo Cella, 1935 prez, opposing the re-election of A. Anthony Tomei as president; George E. Greenhalgh running again for the vice-presidency against Edward Winkleman, and Secretary A. Rex Riccardi being opposed for re-election by Glenn L. Coolidge. Charles Saxton is slated again for assistant secretary, unopposed for the umpeenth time, and Treasurer Joseph Bossle Jr. is carded against William Mooney Jr. and John Colaprete, a past prez.

Main issue is the impasse with Warner and WCAU. Within the ranks Tomei finds much opposish. It was not until he took over the helm that any serious move to check under-scale work was made. Tomei waged an uphill battle against that practice and won. Boys caught in the net were socked heavy fines and figure that with a new administration there is a better chance to get their penalties either removed or reduced. Rank and file of the membership is seemingly behind the present administration.

College Boy Songwriters

•

Form Intercollegiate Music League in Boston—to exploit student brainstorms

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BOSTON, Nov. 21. — Intercollegiate Music League, with headquarters in the Little Building here, has formed an organization to introduce, record, publish, plug and have performed over the airwaves the best works of college composers and poets enrolled as members.

According to Jack Goldstein, general manager of IML, the League fills a crying want for a legitimate agency acting as a commercial outlet for the product of college students.

The necessary contacts and connections with members of the American Society of Composers, Authors and Publishers have already been made.

Members of the IML are known as associates and share annually in the net profits of the League, whether they have had a song published during the year or not.

Standard songwriters' contracts approved and indorsed by ASCAP, the Songwriters' Protective Association and the Music Publishers' Protective Association are used.

Archie Bleyer, featured band maestro of the Hollywood Restaurant in New York, will air a special arrangement of an outstanding IML tune each fortnight over Mutual network.

IML is also open for membership to non-college composers. Annual dues are spotted as $5.

Officials heading the IML are Bernard Young, president; Jack Goldstein, general manager, and Cliff Meyer heads the arranging staff.

NBC Chi Production Staff Is Augmented

CHICAGO, Nov. 21.—Several changes were made on the production staff of the National Broadcasting Company office here this week.

Eugene Eubanks, former production director for WLW, Cincinnati, and previously with the Don Lee chain on the Pacific Coast and for 22 years with various motion picture companies, joined the NBC Central Division program department as a production director.

Other additions were Leslie Edgley, formerly with WLS, WWAE and ABC, who joined the continuity department, and Vic Brown, who has replaced Nelson Shawn in the artists' service department. Brown was formerly a booking agent with the Sligh & Salkin and Orpheum circuit offices.

306-Allied Merger Is Now Readying

NEW YORK, Nov. 21.—Final draft of contract whereby Local 306 absorbs Allied and agrees to projectionists of latter organization receiving a 25 per cent wage increase from Independent Theater Owners' houses will be ready in about two weeks.

Settlement, which was brought abo by La Guardia's negotiating committe is not in hands of attorneys Milton C. Weisman, Matthew Levy and Murry Harston, representing ITOA, Local 306 and Allied, respectively. Next step is ratification by the three groups and, failing this, submission to the board for further study.

Problem of Empire being taken over by Local 306 remains at status quo, there being a feeling that no action on this point will be taken until absorption of Allied is definitely concluded.

Mannie Sachs in Europe

NEW YORK, Nov. 21.—Mannie Sachs, of Music Corporation of America, left here last week on the Normandie on a European business trip of supposed two-week duration. He will contact J. C. Stein, head of MCA, at the firm's new offices in London. Sachs' main reason for the trip is to look in on Europe's talent needs.

Terrific Stem Biz Gives Top Week-End Since 1929 to Legit

NEW YORK, Nov. 21.—Terrific Broadway business of last Saturday remains one of the year's outstanding puzzles, even taking into consideration the crowds occasioned by the auto show, the favorable weather, and local and near-by football games. Legit, for a change, experienced an amazing rush of shekels, with its best week-end since 1929, those particularly favored being *White Horse Inn,* which did a record matinee trade of $5,966 and beat by $600 the mark of *Great Waltz,* and *Tovarich, Stage Door; Red, Hot and Blue!;* the D'Oyly Carte's *Gondoliers* and the *Follies.* Latest angle on the gold rush ties it up with "prosperity psychology" induced by flood of dividend announcements in the dailies.

Among the niteries, Rainbow Room and Grill were right up among the heaviest dough-getters and garnered a collective record of 2,241 persons, surpassing even the New Year's Eve mark. Previous all-time figure for the Room was 610 and 425 covers. Last Saturday the Room served 325 dinners, while 300 came for the supper show. Comparative figures for the grill are 367 and 275. Cocktail lounge of both rooms also had record attendance with figures of 397 and 577, respectively, in the Room and Grill. Sunday grosses in the latter also ranked with the best previous takes.

Cotton Club continues capacity. French Casino has upped its figures with Rudy Vallee. New Yorker opened very well last Thursday with Abe Lyman and Connie Boswell, latter doing a single. Hotel Plaza is experiencing a heavy crush during its cocktail hour. Russian Eagle Room of the Sherry Netherland is still drawing a very nice trade with Raphael and his concertina. And, to inject a low note, the Rue De La Paix Room of the St. Moritz is not faring so well.

Among the movies, Music Hall opened successfully today with *Garden of Allah,* new technicolor job starring Dietrich and Boyer. Paramount's Mae West opening, *Go West, Young Man,* Wednesday clicked heavily on advance publicity but its future is vague. Capitol is filling in for six days with *Tarzan Escapes,* to be followed on Thanksgiving Day with *Love on the Run,* starring Gable and Crawford. Roxy holds its timely *Pigskin Parade* and stage show, and the State, with Rudy Vallee and *Libeled Lady,* opened well yesterday.

Burlesque is finding the record cold wave terrific stuff.

Russian Royale Ballet Has Chicago Premiere

CHICAGO, Nov. 21.—Ballet followers witnessed the premiere performance of the Russian Ballet Royale at McVickers Theater here last Sunday night. The organization originated here and is composed for the most part of dancers who received their tutelage locally. The "Russian" is purely synthetic. Probably added for publicity purposes.

As a dancing organization the unit falls short of the glamour or expertness of the authentic Ballet Russe, which it endeavors to imitate. It is choreographically weak and amateurishly staged. Pictorially it cannot even parallel ballet numbers put on in presentation theaters here. The scenes for the most part were badly lighted, and some of the dancers were guilty of atrocious pantomime. Discounting the usual opening-night troubles, there is still lots of work to be done on the show.

Program was done in four episodes, as follows:

Le Bayadere or *The Temple Dancer* told the story of a dancer who fascinated a rajah, whose wife put an end to the romance by giving the girl a bouquet that contained a cobra. Outstanding dancing in this ballet was done by Evelynne and Arturo. Others were Willard Van Simon, Tina Valen, Jac Abbott, Jose Castro, Vera Allen, Raoul Arion, Janet Carver and Idolita Del Prado.

Spanish Life showed merriment and melodrama in a Spanish tavern with a duel, castanet clicking and hip shaking. Jose Castro was the gypsy, Jack Abbott the nobleman and Idolita Del Prado the girl.

Moon Madness was laid in a cemetery, with a lover visiting his sweetheart's grave at midnight. Bats and evil spirits pursue him and he goes mad in the end. George Chaffee danced the lover, and Grace Walsh was the spirit of his late beloved.

Christmas Dream showed a little girl transported to an enchanted land ruled by Prince Icicle (George Chaffee), where she meets all kinds of fantastic creatures.

Pietro Cavallo led a competent 22-piece orchestra. F. L. M.

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The Time and Place

WASHINGTON, Nov. 21.—To a city long familiar with political log-rolling came timber-twirling in the literal sense this week, as Henry Delyea, recent winner of the world's championship in Seattle, Wash., successfully defended his title against Harry Wilson, leading contender.

Idea is to keep footing on one log while you guide mess of other logs down roaring river, but Messrs. Delyea and Wilson were called upon to perform in the Shoreham Hotel Pool.

Brainstorm occasioned by showing of "Come and Get It" (Goldwyn) at the Palace.

Republic To Join Producers' Assn.

HOLLYWOOD, Nov. 21.—Republic Pictures, important independent film studio, went on record last week with its intentions of joining the Producers' Association shortly. Pending its joining the association, and subject to AFL convention results in Tampa, Fla., the studio is functioning under a verbal closed shop understanding with the 14 Hollywood unions in the Los Angeles Central Labor Council.

The union group has been negotiating with Republic for several months on a closed shop setup, and with this studio lined up it is understood the unions will go after other independent producers. The verbal closed shop was decided upon as a satisfactory temporary measure until the studio situation is taken up at the AFL convention.

No date has yet been set for Republic to join the Producers' Association. Under the basic agreement, any applicant to come under the blanket labor pact must be approved unanimously by both the film companies and the unions signatory to the agreement.

Conspiracy Hearing Set for November 24

NEW ORLEANS, Nov. 21.—Hearing of all pleas in the George Fuller suit against seven major film producing companies and two Saenger executives on charges of conspiracy has been set for November 25 in Federal Court here. Date was set this week by mutual consent. Fuller contends that the companies conspired to prevent him from getting film for his Pensacola theater at a time when the Saenger houses were closed in protest to an increased admission tax instituted by that city's government. He is asking $20,000 damages, plus an injunction to restrain "interference" with his business.

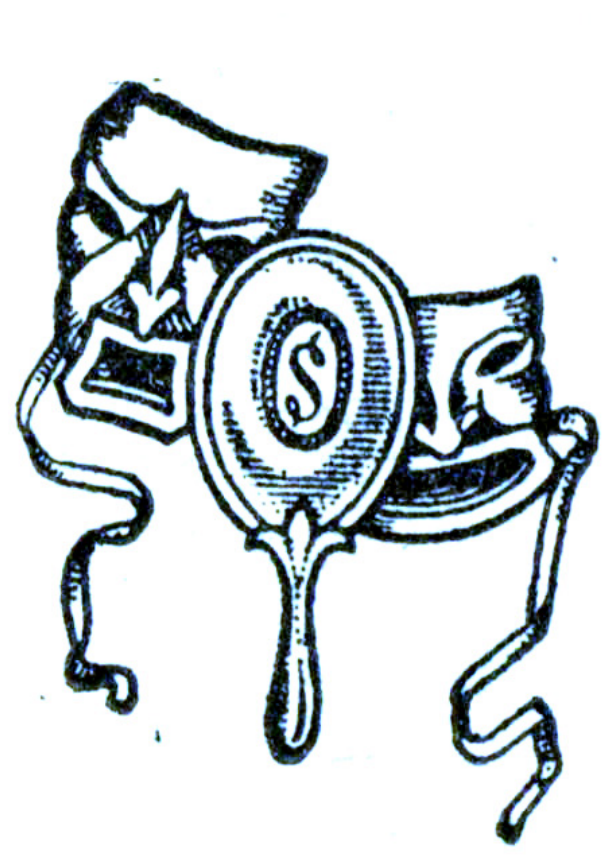
Exceptions have been filed in the case by two of the defendants, Paramount and Universal, who request they be not compelled to answer interrogatories. Other defendants are RKO, Fox, MGM, Vitagraph, United Artists and Harold Wilkes, vice-president, and Gaston Dureau, booker of the Saenger Company.

Musicians' Guild Started

HOLLYWOOD, Nov. 21.—First meeting of the American Guild of Musical Artists, Inc., was held here last week at the Roosevelt Hotel. Memberships are open to citizens of the United States or Canada who are active as solo performers on musical instruments, singers, conductors or dancers, with an associate membership for such performers who are not citizens.

Attending the meeting were Lawrence Tibbett, Frank Chapman, Gladys Swarthout, George Gershwin and Marek Windheim. Leo Fisher is secretary of the Guild.

Establishment of standard contract forms and modification of free benefit shows are tentative aims.



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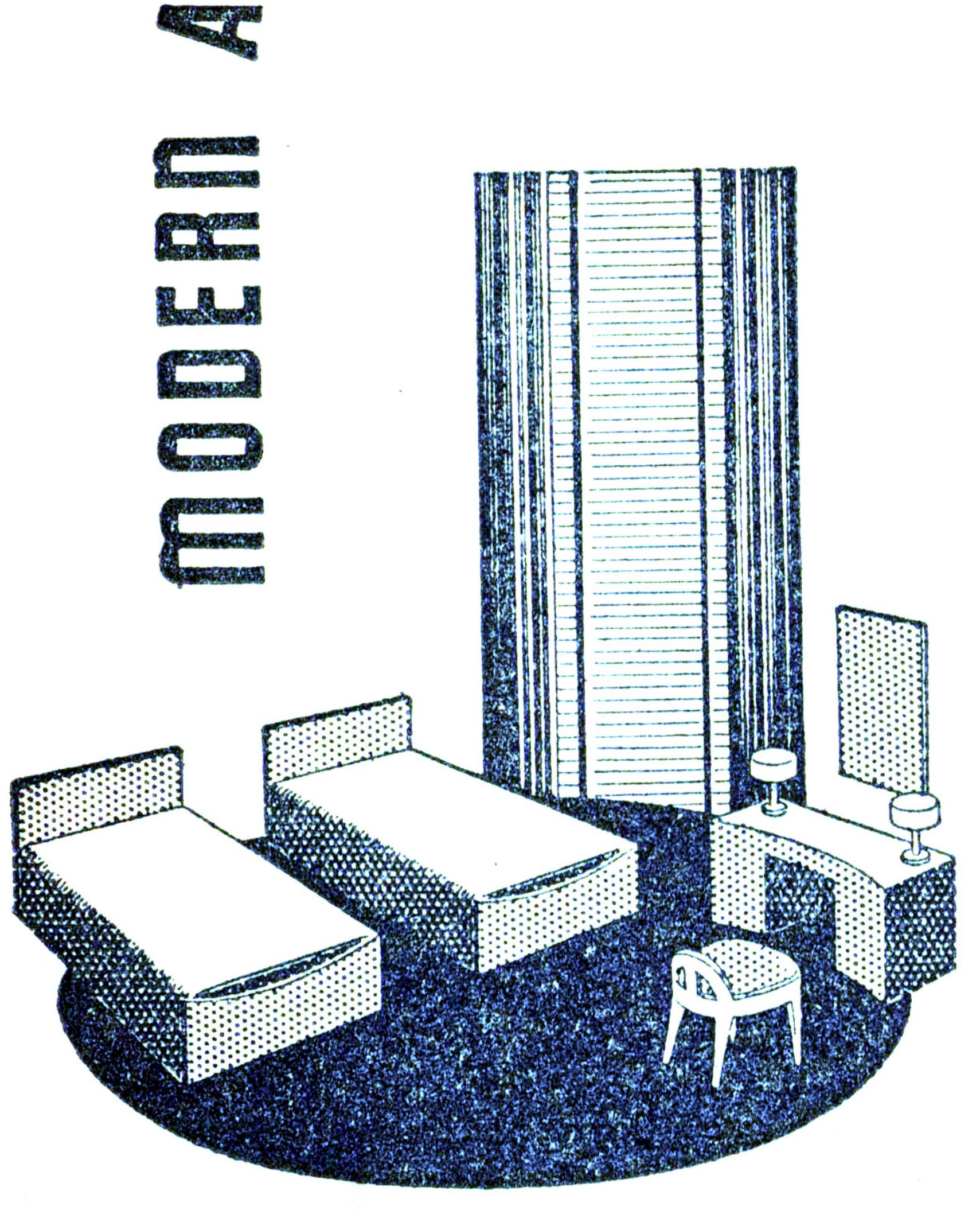

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AMERICAN BAR AND RESTAURANT

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Well-Known Theatrical House.

$1.00 Up Daily—$5.00 Up Weekly.

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Single Rooms, $5.00—Double, $7.00 per Week. Unit Headquarters. 5 minute walk to Loop. Theatrical Booking Agencies located in hotel.

ANOTHER MORGAN & KRAUS SHOW

Coming Soon — Watch For Announcement.
Sam Gore, Archie Gayer, Hank Shelby, Jimmie Hatton, Dick Robertson, Contact.
JOHNNY MORGAN
HOTEL, Bridgeton, N. J.

Increasing Demand for Film Shorts Featuring Name Bands

•

Being billed above features in many theaters—radio buildups and lack of available vaude and ballroom dates a factor—Warner, Paramount studios busy

•

NEW YORK, Nov. 21.—Film bookers report a surprisingly increasing demand by exhibitors for film shorts featuring bands. It seems the terrific buildup of bands given by network broadcasts creates a demand for personal appearances; but, since there are so few available vaude and ballroom spots around, movie shorts of the bands are the next best thing for the fans. In towns and cities where there are no available personal appearance spots, band shorts are so popular that exhibitors bill them over the features. The Interstate Circuit, with houses thruout Texas, is one of the biggest circuits giving band shorts a big play.

The local Paramount Pictures office has been receiving raves from some of its houses over Vincent Lopez's *Knock, Knock,* and Clyde Lucas's *Music, Music, Everywhere* shorts, in particular. Other recent Paramount shorts have featured Joe Reichman, Jack Denny, Richard Himber and Hal Kemp in the *Screen Songs* series, and Ina Ray Hutton, Kemp, Ed Paul, Yasha Bunchuk, Andre Kostelantz, Phil Spitalny, Russ Morgan, George Hall, Don Bestor and Ferde Grofe in the *Headliners* series.

Warner has been doing okeh with band shorts, too. Its *Melody Masters* series have featured Red Nichols, B. A. Rolfe, Jolly Coburn, Little Jack Little, Ramon Ramos, Dave Apollon, Lopez, Carl Hoff, Nick Lucas, Clyde Lucas, Harry Reser, Emil Coleman and Leon Navarra.

Both Paramount and Warner (Vitaphone) have been filming the shorts at their Eastern studios, because of proximity to band talent supply.

Jacques Fray has just finished a Vitaphone short, *Special Arrangements*. The Vitaphone studios have been using a band on the average of one every couple of weeks.

Another $200,000 Chicago Theater

CHICAGO, Nov. 21.—Balaban & Katz last week announced plans for the erection of a 1,500-seat motion picture theater, as yet unnamed, at the corner of Devon and Western avenues, to cost $200,000. The land was leased from the North Shore Holding Corporation for a term of 99 years at an aggregate rental of $743,250, and, according to J. E. O. Pridmore, theater architect, the theater will be ready for occupancy April, 1937. The erection of this theater will make a total of 42 motion picture houses that B. & K. control in the Chicago metropolitan area and will give the Devon and Western avenues business section four motion picture theaters, with a total seating capacity of 6,000 seats.

Inaugural Lid Still On

WASHINGTON, Nov. 21.—While President Roosevelt this week approved plans for an inaugural parade and construction of a reviewing stand, the idea of a city-wide spree remains in check. When queried as to whether he was "weakening" on his stand against an elaborate celebration the President declared that he had not altered his attitude. Civic and trade leaders, with Malcolm S. McConihe, Democratic national committeeman for the District of Columbia, as intercessor, are still hopeful of gaining permission from the Executive to take off the lid.

Lanny Ross' Hi-Hat Recital

NEW YORK, Nov. 21.—Lanny Ross, radio tenor, received an enthusiastic ovation last Sunday at Town Hall, the occasion being his first recital. Program, a classical one, included songs in English. French and German, chief of which were *Waft Her, Angels,* from Handel's *Jephtha; The Pretty Creature, Cease, O My Sad Soul, O Liebliche Wangen,* the dream aria from *Manon* and others by Vittorio Giannini and Francis Toye. Walter Golde accompanied.

Annual EMA Ball Nov. 29

NEW YORK, Nov. 21.—Annual ball of the Entertainment Managers' Association will be held November 29 at the American Women's Association clubhouse here, according to Fredric Watson, secretary.

WPA's Hotcha Dance

PHILADELPHIA, Nov. 21.—While the "Susie-Q" is making a strong bid to supplant the truckin' routine, the local WPA Theater Project offers a new dance twist called the "Tapa-Rolla." Introduced by the "Happy-Go-Lucky" unit and produced by Ray Midgeley, the "Tapa-Rolla" is a combination of tap and bumps.

Pitt Biz Upturn

PITTSBURGH, Nov. 21.—Judging by the State amusement tax collections for 10 months this year, the Pittsburgh district has been leading the other sections of the State in the general business upturn in the amusement industry. Local revenue office reveals that the amusement tax collections for 10 months in 1936 amounted to $398,952.46, with the Pittsburgh receipts being nearly 15 per cent better than those in Philadelphia. Best single month was October, when $73,853.06 was collected from amusement enterprises.

Contribute to Jewish Fund

NEW YORK, Nov. 21.—Sum of $75,250 was contributed to the 1936 campaign of the Federation for the Support of Jewish Charities at a meeting Wednesday in the Hotel Astor, sponsored by the Artists' Division of the organization. Eddie Cantor, Ben Bernie, Bill Robinson, Eddie Dowling, William Gaxton, Cab Calloway and others went to bat during the meeting, which was attended by more than 100 performers. Federation, which has 91 affiliates, has undertaken to raise $200,000.

JOHNS ELECTED——

(Continued from page 3)

tion, was made vice-president. Behind closed doors the meeting was called to order by Secretary Walter D. Jackson, Western Fair, London, Ont. Two main topics were taken up.

The question of Bangs disease was dealt with and after lengthy discussion it was suggested that afflicted animals be branded on the ear with the letter B and a special committee was appointed to investigate feasibility of the suggestion. In discussion of equality of railroad rates, it was brought out that Eastern exhibitors should enjoy the same reduced transportation rates for live stock as exhibitors west of Winnipeg and a committee was appointed to take this up with the department of railroad transportation.

The meeting was well attended by executives from every Canadian exhibition and by a number of representatives from shows in the States and Canada. Attendance was much greater than in previous years.

At the annual dinner given by the Canadian National Exhibition Mayor Robbins, Toronto, who was guest speaker, made a point of welcoming show representatives from the United States and he congratulated them on the re-election of President Roosevelt.

The Amusement Industry was represented by W. J. Fudge and William Hands, Hands Fireworks Company, Toronto; Sam J. Levy, Barnes-Carruthers; Ernie Young, Ernie Young revues; Ben Williams, Ben Williams Shows; Max Linderman, World of Mirth Shows; J. W. (Patty) and Frank Conklin, Conklin's All-Canadian Shows; Bill Lynch, Lynch Amusement Company, Halifax; George Hamid and Joe Hughes, George A. Hamid, Inc.; Edgar I. Schooley, Schooley revues; W. C. (Bill) Fleming, H. William Pollack Poster Print, and others.

Lucy Lowe in First Pop Song Recital

NEW YORK, Nov. 21.—Lucy Lowe, accompanied by Ruth Helen Taylor at the piano, last Saturday presented at Town Hall a seven-part program of American pop songs, ranging from colonial days to the resent era of "swing." Unique idea was carried out in period costumes, with Miss Lowe prefixing her numbers with short explanatory talks and impressions.

Most popular period covered was the Gay '90s, the audience. at Miss Lowe's behest, joining her in such old favorites as *Rufus Rastus Johnson Brown, Bird in a Gilded Cage, After the Ball, Bird in Nellie's Hat,* etc. Flapper age also afforded plenty of fun, Miss Lowe singing the Vo-de-o-do tunes with sly satire.

In comparison with the crinoline and minstrel period and other phases of the 19th century, the current crop of yodels seemed impressively inane. P. A.

Auction Dillingham Rights

NEW YORK, Nov. 21.—An auction sale of rights to more than 100 plays in which the late Charles Dillingham had interests was held last Thursday. Dillingham estate is now bankrupt, with Irving Trust Company as trustee. Howard Reinheimer, engaged by some of the playwrights to represent them, may also have to negotiate concerning screen rights.

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True Christmas Cheer . . .

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HOLIDAY.. GREETINGS

BUY Christmas Seals

The National, State and Local Tuberculosis Associations of the United States

FOREIGN LANGUAGE WEB

Six Eastern Stations Linked To Carry Alien Tongue Shows

Viola and Furman, station reps, organize new chain—one national account on so far with an Italian program—New York station optional

NEW YORK, Nov. 21.—A foreign language network of six stations has been established along the Eastern Seaboard by Viola & Furman, station representatives. One national account, Alka-Seltzer, is using the facilities of the new group, with an Italian musical program on for 15 minutes daily, six days a week. Sentiment in the advertising trade is expressed as being that the picture in the foreign language broadcast field in this country may change considerably within the next few months, with national advertisers becoming users of foreign language shows to augment their regular radio and periodical coverage. In addition to Alka-Seltzer, there is a regional macaroni account using the new group. Name of the chain won't be set until after the first of the year, according to J. Franklyn Viola, since the name selected is in use elsewhere, to be given up soon.

Stations on the alien tongue net include WCOP, Boston; WNBC, New Britain, Conn.; WELI, New Haven, Conn.; WSPR, Springfield, Mass.; WRAX, Philadelphia, and WEVD, New York. Station in New York is optional, according to Viola. Advertisers may have their choice if they so desire of WEVD, WOV, WFAB or WBNX, all of which take foreign language shows.

No rate card has been issued for the chain. In the case of Alka-Seltzer, account pays the regular station charges of the various stations, latter absorbing line charges. Chain was made possible only thru the recent reductions in line charges effected by the American Telephone and Telegraph Company, cutting down line costs considerably. Viola states that, upon advertisers' demand, the chain can be extended as far West as Chicago. New England territory, as covered by the new group, is strongest in the Italian market.

Viola & Furman, with the organization of their chain, are also making a survey of advertisers and agencies as to their attitude towards foreign programs for national accounts. Results, said Viola, should be available by the end of next week. Viola's partner is Norman Furman.

NEW YORK, Nov. 21.—Conquest Alliance Company, specializing in foreign language broadcasts in South America and Europe, placing business for North American advertisers with foreign distribution, will shortly organize a department to handle foreign shows in the United States for the same firms. Conquest, according to Clarence Venner, president, believes the national accounts are going in for alien tongue shows domestically, markets having been built up steadily by regional advertisers. Use of live talent instead of transcriptions by the regional accounts is one of the principal reasons the audiences have been built up, it is thought.

Hal Kemp No Like To "Stooge for an Accordion"

PHILADELPHIA, Nov. 21.—Hal Kemp, currently appearing here at a local nitery, is burning over the back seat given his band on the Phil Baker Gulf Oil program. Kemp is reported to feel he's been "stooging long enough for an accordion" and intimates he and his band will leave the air show on the Sunday night broadcast following Christmas Day.

Kemp says he and his men have only about five minutes on each program. That's not enough time for the machine-gun tooters to show their true worth.

Vallee Misses Spot

YORK, Nov. 21.—Rudy Vallee, irst time in seven years, was ursday night NBC m McNamee, who ouncement, but it Vallee's absence he death of his for b.

Martin Set as Biow Radio Head

NEW YORK, Nov. 21.—Charles Martin has been set as head of the radio department of the Biow Company, advertising agency. Martin, previously with *March of Time* and WMCA as continuity and program head, joined the agency a few months ago to handle dramatic sketches on the Philip Morris program. Milton Biow, president of the agency, previously supervised its radio activities, with Regina Scheubel as time and space buyer. Ciggie firm may shortly expand its radio activities.

Miss Scheubel is now on the Coast, buying time on a flock of stations for Christmas spot announcements, in dramatic form, written by Martin, for Bulova watches. Same account is keeping its time signals on 200 stations, in addition to the special seasonal campaign.

New Boston Agency Nabs Hub's Biggest Account

BOSTON, Nov. 21.—The Commonwealth Advertising Company is the Hub's newest agency and is specializing in radio accounts. Two Harvard University graduates are the executives. George J. M. Riseman is director and W. Cort Treat is account representative. Treat is a former time salesman.

Within a fortnight the agency has lined up several big accounts. Community Dentists and Community Opticians, sponsors of Terry O'Toole's *Irish Echoes* on WAAB; *Voice of the Community*, vox-pop shows over WNAC; Adrian O'Brien, over WNAC, and *Community Notebook*, over WEEI, is the biggest Hub sponsor using local airwaves.

Other accounts are the Charles C. E. Harris Company, radio set, refrigerator and air-conditioning distributors; Surgical Dressings, Inc.; Stiles & Sons, candy manufacturers; Batchelder - Whittemore Coal, Boston; Mardi Gras Coffee Company, and Georgian Restaurants, Inc.

Riseman and Treat are currently planning a test campaign in New England for Surgical Dressings via transcriptions.

Poosh 'Em Up, Tony

MARSHALL, Ark., Nov. 21.—Citizens of this city en masse have filed complaint with State Utilities Department, charging the local utility company was furnishing power "too weak for the proper operation of radios and other electrical equipment." Department has in turn notified the company either to satisfy the complaint or file answer within 10 days.

"The power in our homes is insufficient to keep our ice boxes under 65 degrees and our radios are useless to us because the tubes are hardly lit," one of the complaint letters said.

More Squabbles Over KTHS Move

LITTLE ROCK, Nov. 21.—Following a two-hour legal skirmish in a Hot Springs District Court this week the court ruled a delay in the hearing on a restraining order which would prevent transfer of Station KTHS from Hot Springs to Little Rock thru sale to Col. E. L. Barton, oil magnate, of El Dorado. Continuation of the hearing was allowed upon request of lawyers representing certain members of the city's Chamber of Commerce, who contend that the board of governors acted illegally in disposing of station, one of the most powerful in the South and the biggest station in Arkansas.

There were bitter exchanges between lawyers which reflected the controversy that has been going on among citizens since it was first announced that the deal had been considered. The petition for change of ownership is now before the FCC, which has set the final week in November for a hearing.

In selling the station to Col. Barton board contends that it is disposing of a transmitter that has failed to function to perfection "due to presence of resisting minerals in near-by mountains." On the other hand, opponents to the change of ownership say that recent responses to reception indicate that reception is being heard well in many States and that Hot Springs is benefiting from the advertising.

Barton has already signified his intention of moving the station to a "better situated" site in Arkansas, probably near Little Rock. He has tried to compromise with the Hot Springs retention committee by offering the city as much time gratis as it deemed reasonable if the station is moved.

WPG Sales Crew Overhauled

ATLANTIC CITY, N. J., Nov. 21.—WPG, municipally owned station on the CBS web, has revamped sales staff to lure sponsor coin in hopes of toning down the deep red hue of the books. Norman Reed remains as general manager, and William H. Appleby comes in to head the sales staff. Pat Flaherty, from WIP, Philadelphia, joins the time sellers in Atlantic City and Milt Shapiro appointed as Philadelphia representative.

N. Y. Herald Tribune Finally Sees Radio Is Here To Stay

NEW YORK, Nov. 21.—A change in editorial policy on the part of *The New York Herald Tribune* towards radio and the amount of space the paper's management will allow to the field has taken place in the last month. Is important for two reasons; first, the paper was the last holdout of all New York dailies in giving an appreciable amount of space to radio publicity; second, the paper has been strongly anti-radio for years and, it is thought, the change of attitude will have a definite effect on papers outside of New York similarly opposed.

Not only has the paper "relented" in its position of holding radio to little space above that required for program listings but it is now using radio in a promotional campaign. This is in a program tieup with WOR, started about a month ago. It was at about this time that the change took place, first noticed when the Sunday radio section was increased from one to two pages. Most of this is still given to the week's programs, but there is considerably more space being given to news items and art work. No art was carried previously. It was about this time *The Herald Trib* took on an advertising solicitor, John Woodruff, who is to devote his time exclusively to radio. Everett Walker continues to handle the radio editorial end.

November 29 the paper will issue a special rotogravure section devoted to radio. This is an advertising project, first page of which is to carry "sustaining" art work, remainder paid pictures of various commercial shows, paid for by radio advertisers. Trade reports are that the section has been well received and will carry considerable revenue.

Royal With N. W. Ayer?

NEW YORK, Nov. 21.—Rumor current this past week was that John Royal, vice-president of the National Broadcasting Company, had been offered a juicy salary to assume the post of radio director at the New York office of N. W. Ayer & Son, advertising agency. Royal is now on his way to South America for NBC, as a good-will emissary for the network, which is starting a sustaining series for that continent, with commercials expected to follow after the network and its programs are well established with S. A. listeners.

Ayer radio department, according to the rumor, has been having snaggles lately, with the Sealtest program a particular headache. Royal, allegedly, turned down the offer, but did not leave the deal definitely cold. Royal was a theater showman before he joined NBC upon its organization 10 years ago.

Kick in With Dues Request Shows NIRB Is Still Kicking

NEW YORK, Nov. 21.—Requests to "kick in" with more dues, made this week by John Shepard III, settled any doubts as to continuation of the National Independent Regional Broadcasters, indie group organized a few months ago in connection with the recently concluded allocation hearing in Washington. Shepard, according to one member station, made the dues request because work remains to be done.

When the NIRB was first formed it was said that as soon as the Communications Commission concluded its allocation hearings the group would give up the ghost, since its purpose was to lobby for the indie regionals and to speak for them during the hearings. Reason for continuance is that more hearings may be held, with the allocation thing far from settled.

RCA Starts Show for Audience of Only 3,000

PHILADELPHIA, Nov. 21.—With only 3,000 radio service men in the entire Philadelphia area, RCA-Victor turns to radio to reach that highly selective group. Starting Monday (23) WIP will air canned spiels of a highly technical nature by RCA engineers with no entertainment factor for an outside listening audience.

Grooved from 8:45-9 a.m., called *Service Men's Meeting of the Air*, stanza will also include a test frequency run of 50 to 6,000 cycles so that the service men may test their sets right in their own store. Will use newspaper ads and personal letters to insure a capacity listening audience among the 3,000 and, above all things, run a contest for the service men. Commercial copy aimed at RCA tubes and placement boxes.

Account handled by Lord & Thomas.

Frisco Mulls Law Against Devices Hurting Reception

SAN FRANCISCO, Nov. 21.—An ordinance to regulate use of equipment that creates electrical disturbances interfering with radio reception in this area will be presented this coming week to San Francisco's board of supervisors by the Pacific Radio Institute, an organization composed of radio manufacturers and broadcasters.

Ordinance, which is also sponsored by the Northern California Broadcasters' Association, carries penalties for violations. If supervisors give their okeh to the bill it will come under jurisdiction of the department of electricity, but the Pacific Radio Institute will do the work of locating interferences, a gratis job. George H. Eberhard is president of the Institute, and Ralph R. Brunton, manager of KJBS here and KQW, San Jose, vice-president.

Major Film Companies Now Plenty Hot for Air Deals

Metro still has several deals pending, with Warners and Columbia also looking for commercials—exhibitor objection shrinks—box-office help held proven

HOLLYWOOD, Nov. 21.—With the MGM Ford radio deal called off, the film company is still interested in a commercial ether connection, and negotiations with other prospective sponsors are under way in the East. The potential MGM air show, consisting of stars, cast, script and music, is being offered to a few select buyers for $30.000 per week. If a commercial tieup cannot be arranged the studio may consider bank-rolling the period itself. Determination of the studio to have regular radio representation is due to the fan and exhibitor reaction to a recent Hollywood hotel preview of *Born to Dance,* which proved the effectiveness of air exploitation and is reported to have broken down almost all of the remaining exhibitor opposition to airings of film celebrities. Mounting favorable reactions to this broadcast have so impressed MGM officials that they are planning to utilize similar tieups on at least four of their forthcoming productions.

Closely following the trail being blazed by MGM, all of Hollywood's film plants are fast cutting to a minimum their objections to radio. On the heels of the *Born to Dance* broadcast Warner Brothers has set a similar exploitation deal for *Gold Diggers of 1937* on the Lux CBS period for December 21. The vehicle will be practically an original radio play based on past *Gold Diggers* films, but songs of the forthcoming version will be featured. Depending upon the outcome of MGM's radio proposition, Warners is rumored anxious to grab off one of the unsuccessful Metro bidders at a considerably reduced fee. Personnel setup would be the same, with a different WB contract director, writer or producer at the helm each week.

Columbia Pictures, swinging into an exploitation campaign on its *Lost Horizon,* is dickering for a spot on the Lux series that will bring directors, writers and top technicians to the microphone for stunt plugs.

Meanwhile, Fox West Coast Theaters reached an agreement this week with the Don Lee network for an even exchange of radio time for screen space. Deal goes into effect the first week in January. Four stations of the web, KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara, will carry a F-WC-sponsored community sing. Mob songfest will emanate from Filmart Theater here, with Ed Lowry as emsee. For its part of the deal the theater chain will give over its screens to promotion of the Don Lee swing to Mutual, showing position on dial of Lee stations.

LOS ANGELES, Nov. 21.—Frank Lloyd, film director, is being talked of as the possible pilot of a Mutual Broadcasting show planned for next year and fashioned after the Lux *Radio Theater.* Meanwhile, Lloyd has been invited by Cecil B. De Mille to take over the reins of the Lux show when he goes East at the end of the month. Lloyd will handle the period for one broadcast November 30, with *Polly of the Circus* being the vehicle for Loretta Young.

Food Outfit Seeks New Cleveland Station

CLEVELAND, Nov. 21.—Rumors of a new broadcasting station in Cleveland were heard Monday when incorporation papers were filed in Columbus by the Food Terminal Broadcasting Company of this city. Russell E. Swiler, head of the Northern Ohio Food Terminal; C. F. Haas, D. B. Pocock and R. F. Blair are behind the corporation.

Food Terminal seeks permission of the Federal Communications Commission to establish a 100-watt daytime station here. Its avowed purpose is an agricultural marketing service for farmer and consumer, with daily bulletins at market opening and thruout the day.

The Food Terminal, established in 1929, claims that this is needed for its clientele and that a studio would be established in the terminal if permitted. It is possible that a downtown site will be chosen for the transmitter.

In line with transfers and station changes, Pat Barnes, formerly with WGN, is the new program director of the Pan-American Broadcasting Company, of which Mrs. Melrose, lately manager of WJAY, has been made sales and promotion manager.

Coast NAB Heads Meet in Frisco

SAN FRANCISCO, Nov. 21. — To air their beefs, hear those from others and iron out many problems in the industry, about 50 radio station sales managers and several in other official capacities, from California, Washington, Oregon and Nevada, were here yesterday for the first Pacific Coast regional meeting of the Sales Managers' Division of the NAB, held in the Hotel St. Francis.

With Pacific Coast Chairman H. M. Feltis, of KOMO, Seattle, presiding, the morning session of the one-day meeting was given over to short addresses and informal discussion with time buyers and advertising men interested in closer contacts with station sales managers. Walter A. Burke, in charge of radio research for McCann-Erickson, Inc., here, was one of the principal speakers at this session, telling those present "what the agency expects from stations in the way of factual information." Lindsey Spight, Pacific Coast manager of John Blair & Company, station representatives, delegated to speak for all the station representatives in this territory, gave their side of the radio picture, telling of the problems they have to deal with, and also offered solutions for the same.

San Francisco Advertising Club radio department joined with the NAB Sales Managers' Division for a luncheon meeting, and had John M. Dolph, CBS Pacific Coast sales manager as guest speaker, his subject being "The Successful Small Show." Clyde F. Coombs, NBC Western division assistant sales manager and chairman of the Ad Club radio department, presided.

Afternoon business session was a closed meeting for members only, and among the subjects discussed were the following: (1) Are two rates justified? (2) If so, should they be called local and national rates or general and retail? (3) If a dual rate is justified, then what per cent difference between general and retail has been found, to be based on the majority of cases and under general circumstances?

San Francisco committee on arrangements included Philip G. Lasky, KSFO manager; Bob Robert, KYA; Eugene Grant, NBC sales representative; Carleton Coveny, KJBS, and Henry Jackson, CBS sales representative.

Pacific Coast committee, which worked with Feltis, included Eddie Jansen, KVI, Tacoma; Arthur Bright, KFPY, Spokane; W. Carey Jennings, KGW, Portland; Edward McCallum, KYA, San Francisco; Tom Breneman, KFRC, San Francisco; Harry Anderson, NBC, San Francisco; C. C. Mittendorf, KFWB, Los Angeles; Owens Dresden, KHJ, Los Angeles; Carl Haverlin, KFI, Los Angeles; Harry Witt, KNX, Hollywood, and Harvey Wixson, KHQ, Spokane.

Strictly Business

LINCOLN, Nov. 21.—Reginald B. Martin, station manager of KFAB-KFOR, will be married in Des Moines Thanksgiving Day to Kay Gustafson. The Iowa net, for which Martin used to work, wanted to broadcast the event as a gag. True to his calling, Martin cracked:

"Talent charge, $100, and pay to be doubled on each similar future appearance."

CBS Analyzes Radio Analyses

NEW YORK, Nov. 21.—*Measuring Radio Audiences,*. a comparison and analysis of various audience checking methods used in radio research, was issued this week by the Columbia Broadcasting System. Analysis was written by John Karol, of the network's research staff and director of market research for Columbia. Karol gives the advantages and disadvantages of the present audience checks—telephone surveys including coincidental and "unaided recall" technique; personal interviews with "unaided" and "aided" recalls and, finally, mail analyses. Latter includes questionnaires to selected address lists and fan mail.

Booklet gives a plug for the automatic recording device now being tested, saying it eliminates the human equation and memory failures; gives a record for several consecutive hours rather than at-the-moment listening habits involved in coincidental checks; and gives comparable data for long periods in each radio home. Recording tape also shows that audience turnovers result in larger audiences for a program than actually shown by other check methods.

Note at the end of the booklet is an answer to criticism levied against radio by newspapers, claiming that factual measurements of radio audiences can be made, especially "in the subtle measurements of individual advertisements as contrasted with the gross overall measurements of total circulation."

Debate Whether Record October Biz Helped by Political Cash

NEW YORK, Nov. 21.—Both Columbia and National Broadcasting networks skyrocketed to all-time monthly highs during October of this year. Business done by the three networks hiked even beyond the expectations of the most optimistic. Cause of the increase is also the cause of considerable discussion. Reason is the disputed place paid-for political speeches in the recent Presidential campaign had in setting the records. One line of thought is that the campaign coffers' contributions caused Columbia to go to $2,754,808 for the month, and NBC to $3,696,489. Other is that the political business was offset by canceled commercials.

First argument is that, while the political parties did usurp some time which otherwise would have been devoted to commercial programs, the amount of time bought politically which otherwise would have remained on the sustaining side far exceeded the business lost, with the networks picking up a lot of income accordingly. Answering claim is that most of the evening commercials canceled to make way for campaign hoopla involved larger networks than those bought by the party paying for the time. Thus it is maintained that if the networks didn't lose, neither did they gain. It's a jumble either way, with the most important factor the billings themselves.

Both NBC and CBS topped their previous record month, March, 1936, by hefty proportions. Columbia did $2,172,382 in March, 1936. NBC did $3,036,353 for the same month, October, 1936, being 21 per cent over NBC's March biz. However, NBC's Red (WEAF) network had as its previous record month, September of this year, this total being $1,993,371.

For individual network results, CBS topped NBC's Red take, latter being $2,417,743. Blue (WJZ) total of $1,278,746 is a surprise score for this NBC branch and indicative of an excellent improvement. Columbia, as usual, takes some slight exception to the NBC figures, claiming they include that chain's Pacific Coast billings, not figured in the Columbia marks. NBC's Blue high was scored in March, 1936, and was $1,122,516.

NBC's cumulative billings for the first 10 months of this year amount to $27,496,632, 7.4 per cent ahead of last year. CBS has, for the same period, grossed $18,304,878, a 30.5 per cent leap over 1936.

WABC Tops Free Space

Leads N. Y. stations in line grab in dailies — WEAF second—WOR tops indies

NEW YORK, Nov. 21.—WABC, as an individual station, is a consistent leader in free space in the New York dailies, with WEAF running a close second and WJZ third. In the indies, WOR and WMCA are running a nip-and-tuck race, with one station grabbing the lead one week, other overtaking the next. Figured in the publicity space given by the New York dailies are the features listed —programs listed in the high-spot columns of the dailies—and mentions of call letters in the various radio columns. Figures from which these conclusions have been drawn have been kept for the past year, on the basis of 13 four-week months to the year. This system was adopted to provide an easier and more accurate week-to-week check.

Taking a random four-week period—in this case from July 12 to August 8—WABC totaled 1,361 mentions, including high-spot credits and columnar mentions. WEAF ran to 1,341 and WJZ 1,282. WOR placed fourth with 562; WMCA had 427; WINS had 232; WNEW (then a Newark station) grabbed 203 mentions of both sorts; WHN followed with 191. WNYC, the city-owned noncommercial station, ranked next with 179. WEVD and WBNX brought up the rear, former with 62 spots and latter with 25.

For the week of October 11 to October 17, on three indie stations, WOR, WMCA and WHN, WMCA led with 40 mentions, followed by WOR with 34, this being for columns only. On the featured programs listed in the high spot boxes, WOR scored with 112 listings for the week, WMCA having 57 and WHN 44, giving WOR the lead as to the grand total with a score of 149 to WMCA's 129. WHN totaled 62 on both counts, with 18 column mentions and 44 high-spot listings.

Tabulations are based on nine New York dailies, *Bronx Home News,* one New York weekly *(Sunday Enquirer)* and two Brooklyn dailies. Indies point out two factors. First is that WINS benefits from Hearst's three dailies in New York. Second is that the major station totals include space landed by free-lance press agents working for individual performers on the networks. Also advertising agency publicity departments plugging their shows.

Service Suit Settled; Suit on Standard Voided

NEW YORK, Nov. 21.—Appellate Division of the New York Supreme Court has upheld a decision of Referee Frederick Spiegelberg voiding service in a proposed breach of contract suit brought by Conquest Alliance Company against Standard Radio, Inc. Both the referee's and court's decisions dealt only with the service, not with the contract suit. Services made had been a blank, pending decision as to the validity of the service itself.

Conquest served David Ballou, of Standard Radio, when the latter was in Ne York this summer. Conquest based it service on the allegation that Standar was doing business in New York Stat and had opened an office in New Yor City. Standard's answer was a denial c this allegation, with its argumer supported by both the referee and Ap pellate Court.

Illinois R. R. Starts on CBS

CHICAGO, Nov. 21.—Illinois Central Railroad starts a CBS show tomorrow. Program, *Headin' South,* has a 20-piece string ork, directed by Richard Czerwonky; Ruth Lyon, soprano, and the Chevaliers, male q[illegible]rtet. Norman Ross will talk on the S[illegible]. Program originates in WBBM, C[illegible] and is limited to Midwestern CB[illegible]ions. Agency is the Caples Comp[illegible]

JAN RUBINI
in person
AND HIS
ROMANTIC
DANCE AND CONCERT ORCHESTRA
"MUSIC THAT THRILLS"
Direction MILLS ARTISTS, INC.

SHEA'S
Buffalo Theatre
The DYNAMIC
ARNO
CONDUCTOR — VIOLINIST
WBEN ● Saturday, 7:30 P.M.
"He is really very good as a coloraturist on the fiddle."—Buffalo Times.

TITO GUIZAR
★ STAR of ★
Radio, Screen, Stage and Concert.

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianists
BRUNSWICK CASINO, Boston, Mass.
WMEX Wire.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

OSWALD ★★★
OH YEAH!!!
Featured COMEDIAN With
KEN MURRAY'S
Rinso and Lifebuoy Programs.

ARTHUR KAY
Radio Mimic - Characterizations
Character Voice of Terrytoon Cartoons and Varied Max Fleischer Cartoons.

EDDIE PAUL
Musical Director
ROXY THEATRE, N. Y.

HUGH CROSS AND HIS
RADIO GANG
Care Billboard, Cincinnati.
ERNIE BRODERICK, Personal Representative.

Station Notes

Address All Communications to the New York Office

AL SAVAGE, formerly with CKLW, is new WGR-WKBW announcer. . . . JACK SUTHERLAND, WBEN sportcaster, gets his third sponsor within a year when he starts opposite WGR's ROGER BAKER. SUTHERLAND will plug Socony, with BAKER going into his seventh consecutive year plugging Kendall gas and oil. . . . WFBM, Indianapolis CBS outlet, will move to a new location on the Monument Circle, in downtown section, the first of the year. R. E. BLOSSOM, director, announced the removal following the signing of a long-term lease for the new quarters in a building formerly occupied by the Indianapolis Power and Light Company, which owns and operates the radio station.

KWKH, already operating its recently installed 10,000-watt high-fidelity low-modulated-type transmitter, is now high-fidelity thruout. . . . South Central Division of Sales Managers' Division of NAB held its first meeting last week in Oklahoma City, with JACK C. GROSS, commercial manager of KWKH and KTBS, as chairman. . . . Edward Petry Company, Inc., recently concluded arrangements to act as exclusive national representative for KVOD, Denver station.

A visitor to Louisiana this past week was R. LYNN BAKER, vice-president of J. Walter Thompson Agency, who is on a six weeks' vacation and is en route back to New York after trip to Mexico and South and Central America. Baker's daughter attends a private school in New Orleans. PRISCILLA HALL MAGUE has been signed for a new series of organ recitals on WELI, New Haven, Conn. . . . JOHN BUCKLEY, fromer accompanist for EDITH MURRAY, GYPSY NINA, BOYD SENTER and many others, is now at WICC, Bridgeport, Conn.

EFFAY BEYNON, formerly of WROK, Rockford, has joined continuity editor EARL WITHROW'S staff at WJJD, Chicago. This makes the third Rockford addition to the station in three months, others being LOUIS FROELICH and GEORGE INCLEDON in sales. Miss Beynon is the sister of JACK BEYNON, celebrated Illini football ace.

CLIFF HARRIS, technical supervisor at WIP, Philadelphia, lecturing to the electrical engineering classes at Drexel Tech. . . . Three staff artists at KYW, Philadelphia, EMILY WEYMAN, CARLOTTA DALE and DICK WHARTON, have been given featured spots of their own on the weekly schedule. . . . Philadelphia Club of Advertising Women inaugurates a new series of historical dramas, highlighting famous femmes, over WFIL. . . . NILA TAYLOR and DOT ALLISON leave the night spots to warble over WIP, Philadelphia. . . . Fifteenth anniversary of KYW, Philadelphia, last week brought to the microphone two members of the staff who have been with the station since it started in Chicago in 1921. Oldtimers included ERNEST H. GAGER, plant manager, and GEORGE H. JASPERT, member of the sales staff. LESLIE JOY, who has been with NBC for 10 years, is station manager.

BABY YVONNE, six-year-old mentalist, arrived in Des Moines last week on the wave of much fanfare. Took the air over KSO next day, beginning a three-quarter hour daily stint for Ungles Baking Company, deal being closed by PHIL HOFFMAN, of IBS. . . . WILLIAM WINTER emsees Kay's amateur half-hour, new WBT, Charlotte, N. C., series.

New St. Louis Ford Dealer 15-minute three-a-week evening series over KMOX features EDDIE DUNSTEDTER and ensemble. . . . SID SAUNDERS and VIC HUGH are new to the announcing staff at KMOX, with VAN WOODWARD, formerly of W9XBY, Kansas City, a recent adjunct to the continuity department. . . . DICK GLOYNE recently joined announcing staff of KFOR, Lincoln.

C. G. RENIER, formerly production manager at KMOX, takes the place of ROBERT HAFTNER, program director, who was reecntly transferred to WBBM, Chicago, production staff. . . . RUSS DAVIS, for more than one year announcing over KWTO and KGBX, Springfield, Mo., is headed for XERA, Del Rio, Tex., where he was three years ago. WEST WILCOX, one-time copyright director of WNEW, New York, and musical director of WROK, Rockford, Ill., has been appointed program director of WHOM, Jersey City.

JOHN PEARSON, KWTO - KGBX (Springfield, Mo.), now heads a newly formed continuity department together with RALPH NELMS, TERRY MOSS, GEORGE EARL WILSON and CARL WARD in various capacities. . . . Recent additions to announcing staff of WBT, Charlotte, N. C., are CALDWELL CLINE and LEE KIRBY.

ROGERS & SMITH, of Chicago, have spotted a 26-week series over KWTO, Springfield, Mo., for Reid, Murdock and Company (Monarch Foods). MYRTLE HAWLEY is featured vocalist on Scott Coal program over WDNC Wednesday evenings. . . . Christmas holidays broadcasters over WDNC include Bird Taxi Company, Alexander Tires, Christian Harward Furniture Company, Five Points Furniture Company and United Furniture Company, all of Durham. Public Service Company of the city will also offer, Christmas Eve, *Wanted—A Grandpa.*

FRANK THELAN, formerly of WAAW, Omaha, is now in the commercial department of the Iowa Broadcasting System, Des Moines. . . . Attendance at the Saturday night Iowa Barn Dance Frolic, staged by WHO at the Shrine Auditorium, Des Moines, has shown a decided increase over last year's attendance. CARL CARLSON, 1936 world champion cornhusker, was the feature attraction of the November 21 show, with two rows of corn stalks, loaded with corn, set up the full width of the stage for an exhibition. . . . MRS. LUCILLE BRYSON, secretary to J. O. MALAND, Central Broadcasting Company, is recovering from an operation at Iowa Methodist Hospital. . . . DAVE NOWINSON, continuity writer for KSO and KRNT, Des Moines, has gone to Chicago, where he will be married to Miss Ida Hyman.

RUSH MAC DONALD, 25-year-old announcer of WNBR, was ordained into the Baptist ministry November 5, but is continuing his announcing along with his work at a Memphis church. . . . Following its stepping out with one of the most attractive studios in New Orleans in the exclusive St. Charles Hotel, WBNO, indie on 1200 band, plans further expansions. . . . DR. MUSSER, station manager, filed application this week for full time on 1500 wave, with plea to install new equipment, vertical antenna and increase in power from 100 to 250 watts. Forthwith, WJBW, band sharer, asks increase from 100 to 250 watts and full time on 1200 band.

JOE RAILING, one of the oldest members of the announcing staff of WOWO in Fort Wayne, left last week, according to W. WARD DORRELL, manager of the Westinghouse station. No further reorganization was announced, but it is believed here that at least one other member of the staff will leave. . . . PERCY ROBBINS, for many years program director of WOWO-WGL, was the first to go after sale of the station last spring to Westinghouse. Railing, besides announcing, had a daily program of song requests.

West Coast Notes; Gen. Foods' Dr. Kate

SAN FRANCISCO, Nov. 21.—A new half-hour dramatic serial titled *Dr. Kate,* written by Hal Burdick, network author-actor, has been signed by General Foods Corporation, thru Benton & Bowles, for eight NBC-Pacific Blue stations, starting December 10 at 8 p.m. (PST). Serial will plug mayonnaise and other products, and sponsor is said to have a five-year option on Burdick's services. If the show clicks it will probably go transcontinental and may switch its point of origin to Hollywood, where Benton & Bowles have their Pacific Coast offices.

Barbara Jo Allen, who has just returned to the network after several months in Hollywood screen testing, is being considered for the title role of *Dr. Kate.* Sponsor would like to have her, but hitch is said to be with her agent, who objects to his client playing the role of a middle-aged person. Helen Kleeb has been okehed for a part in the serial, and so has Charles MacAlister. Auditions are being held for other important roles in the show. Burdick, former newspaper men, also authors and is narrator of the current *Night Editor* series, sponsored weekly over the NBC-Pacific Red network by Cardinet Candy Company, of Oakland, Calif. That series, incidentally, is being widely released in other parts of the country via transcription.

Gordon Brown, KJBS Night Owl, after two months of convalescence following an auto accident, has rejoined the station staff as a daytime member. Until he's fully recovered Sam Melnicoe continues the midnight shift. . . . Kenny Higgins, after a few months on the KFRC announcing staff, bows off in favor of Hollywood. Jack Murphy from KJBS is scheduled to take the KFRC job. . . . Janet Baird is pinch-hitting as commentator on the NBC *Reader's Guide* program Sundays at 9 p.m. while Joseph Henry Jackson is in Guatemala gathering material for a new book. He'll be gone four months.

Los Angeles

LOS ANGELES, Nov. 21.—Leslie Atlass, vice-president and head of Western operations for Columbia Broadcasting, is in town for a three-week look around on the local situation prior to the swing of KNX to CBS.

Lawton Campbell, vice-president of General Foods, got into town for conferences with Young & Rubicam regarding forthcoming air programs. Don Stauffer, of the agency's radio staff, is also here for a three-week stay.

The longest radio contract ever executed by a local station was signed this week between KFWB and Havens MacQuarrie, conductor of the station's *Do You Want To Be an Actor?* Pact was for seven years.

Paul Taylor this week celebrates his 10th anniversary of directing choral groups for radio. Currently he's supplying choirs for the Bing Crosby show and Marion Talley.

In addition to announcing the *Roving Reporter* broadcasts for KMTR, Jimmy McMasters has been drafted to handle station publicity.

Bob Sherwood has taken over a new poetry program on KFWB. . . . On the same station Marion Nichols has begun a fashions, beauty and household hints series. . . . Tommy Harris, long a singing favorite in San Francisco, is doing a sustaining spot for KFI. . . . Owen Crump has bowed off the *Curtain Calls* emsee spot on KFWB for several weeks, with possibility that he will go to some other program upon his return to the station. . . . Edwin Max is a newcomer to the cast of *Drums,* Don Lee adventure serial.

M. H. Shapiro Leaves Staff; Jerry Franken His Successor

Meyer H. Shapiro has resigned from *The Billboard* staff. He will announce a new connection on or about December 1. Shapiro had been radio editor for the last four years. His connection with *The Billboard* dated back to 1927. During this time the single interruption in his service was a four-year period as general representative and publicity contact for Paul Whiteman. He is being succeeded by Jerry Franken, who will have as his assistant in the radio department beginning this week Benn Hall, former television columnist for *The Billboard* and lately of *The New York Times* radio department.

JOSEF CHERNIAVSKY
"The Musical Cameraman"
presented by
1847
ROGER BROS.
Every Sunday
4:30 P.M. EST
Coast to Coast
NBC Red Network

Acceptance of Electrical Transcription

By Samuel J. Henry Jr.

Sales Promotion Manager World Broadcasting System

AFTER a 10-year spree, traceable perhaps to youthful exuberance, broadcasting has begun to sober up. Expanding from the top down, radio at first offered little to the "middle fellow," the small advertiser or the independent station. Now its influence and potentialities are widening to include them, and they, in turn, will tend to increase the future security of the entire industry. No better indication of this can be found than the healthy, consistent growth of electrical transcriptions.

Samuel J. Henry Jr.

Electrical transcriptions are today serving advertisers and radio stations with every variety of problem and purpose. What, may be properly asked, has brought this growth? Why are more advertisers turning to transcribed programs? Why do radio stations look to and depend on electrical transcriptions as a means of further growth and added security?

As a going business electrical transcriptions are about half as old as broadcasting. In 1930 World Broadcasting System brought out the first lateral 33 1-3 recording, using Western Electric equipment and benefiting from the research experience of the Bell Telephone Laboratories. Recording at 33 1/3 rpm made it possible to put a full 15-minute program on one 16-inch disc. Results were not long in arriving.

In 1930 Chevrolet Motor Company looked calmly and clearly at radio. They looked at it carefully, in terms of their own sales and advertising problems. What did they see? Firstly, some 500 radio stations, many doing a job in their own area that at least justified their existence. They saw the well-established networks offering thin, magazine-like coverage thru stations in some 50 of the important markets. They saw electrical transcriptions, a comparatively new method which offered a possible means of reaching all prospects, covering all sales areas, thru radio stations of the company's own free choice.

As a result of this clear thinking they went on the air in 1930 with *Chevrolet Chronicles*, a transcription program. The campaign embraced 132 stations and at the end of a year was increased to 167 stations. That was unprecedented use of radio, but the program continued for over a year an unqualified success in building sales and good will for 10,000 dealers. In a speech at the convention of the Advertising Federation of America in June, 1931, R. K. White, then advertising manager of Chevrolet, spoke of the transcription radio campaign as follows:

"I have often said that advertising seemed to offer a parallel to that interesting metaphor by the poet who said: 'I shot an arrow into the air—it fell to earth, I knew not where.' I want to close by saying that we are picking up more actual radio arrows than any other kind we are shooting at the present time."

During that same year Beechnut Gum also looked at radio and finally chose as its medium electrical transcriptions of *Chandu*, a mystery program which had enjoyed success on the Pacific Coast. Beechnut spent nearly $2,000,000 in station time and exploitation of *Chandu*. It was heard five nights weekly on a large number of outlets, and within a month from the start of the campaign it proved to be the most popular program on the air.

The audience acceptance which the *Chronicles* and *Chandu* enjoyed was to be given further demonstration by the famous *Air Adventures of Jimmie Allen*. This outstanding children's program has been heard on 60 stations from Coast to Coast under the sponsorship of four oil companies. Since February, 1933, more than 650 separate episodes have been broadcast, and in that time more than 2,000,000 children have been enlisted in Jimmie Allen Flying Clubs as a direct result of the program. It has never been heard except as a transcribed and sponsored program.

Here are three outstanding examples of radio's sales effectiveness.- Being transcription programs on hundreds of stations, large and small, they prove nothing if not the fact that the "show's the thing"—not call-letters, network system cue or method of rendition. The formula seemed to be simple enough—good entertainment, well-presented, with the all-important "hook" of a strong merchandising effort to start the ball rolling.

* * *

In spite of these individual successes the electrical transcription industry was still several years from success. What was the matter? Where was the trouble? There were the general economic reasons of depression and competition, in addition to many others. But there was also the more specific reason of radio's own youthful uncertainty. Set policies were few and fleeting. Change was the order of the day. Broadcasting was still too new, too unsettled, too much the plaything of promoters to provide the sound basis on which electrical transcription would have to grow. The blood of its predecessors, vaudeville, the stage and motion picture made it difficult for radio to settle down to the business of advertising and merchandising.

In spite of these handicaps there was no lack of faith, no letup, no swerving from the course on the part of the far-sighted individuals who had set out in 1930 to make radio a balanced, economically sound medium available to every advertiser. On March 1, 1934, World Broadcasting System announced a new service for radio stations known as a transcription library. This service was the result of three years' careful research, thought and experience. In less than a year it "took," more than 100 of the nation's leading stations subscribing to World Program Service.

SAMUEL J. HENRY JR. was born in Washington, D. C., June 12, 1908. His early education was obtained in Washington and he was graduated from Brown University with the Class of 1930. He did newspaper work in Washington and later devoted two years to publicity and traffic work with the Ludington and Eastern Airlines in Washington, Baltimore, Philadelphia and New York.

Henry joined Columbia Broadcasting System as assistant to the manager of Radio Sales, Inc. He later joined Cecil, Warwick & Cecil, the advertising agency, as a copy writer and assigned also to special radio promotion. Followed a period of selling spot time with station representatives and then to the World Broadcasting System as sales promotion manager in 1935.

Henry is married and has no children. He claims no hobbies but lists horse racing, riding and swimming as his favorite sports. He was New England 440-yard swimming champion in 1929. He is a member of Squadron A (Cavalry) of the New York National Guard.

A distinct feature of the transcription library, in addition to its extreme flexibility and fine musical content, was the controlled reproduction made possible thru the co-operation of Western Electric Company and Electrical Research Products. Shortly after the introduction of lateral 33 1/3 recording, the vertical 33 1/3 method was greatly refined and brought out by Western Electric. This was in 1931, and less than two years later Western Electric announced its Wide Range vertical reproducer, perfected to do full justice to the improved vertical recording technique. This reproducer, with double 33 1/3 turntables, was installed at each station subscribing to World's transcription library. Only with it could the vertical transcription be played. A perfectly balanced pickup arm, diamond tipped stylus and the most modern production methods in processing and pressing meant all the difference in the world in electrical transcription quality. Stations were "sold" on the wide range of frequencies which the vertical method provided.

* * *

Almost simultaneously with the successful introduction of a transcription library the recording industry took a new lease on life. Competitive library services soon entered the field; every station that could beg or borrow the money took on at least one such service and local time sales began to grow. Transcription library producers, including the National Broadcasting Company, a recent entry into the field, expanded and improved their services. Some 400 radio stations in the United States now employ at least one library, in addition to the leading stations of Canada, Australia, Europe, South Africa and Central and South America. To many of them the transcription library was the difference between economic life and death.

That these steps have served their intended purpose is seen in the 41.8 per cent increase in local transcription sponsorship in the first half of 1936. In the national field meanwhile developments were even more startling. Sensible transcription men had no bone to pick with the networks. They realize that there is room for both types of service, that chain broadcasting provides an excellent and almost indispensable service to large advertisers with free and unlimited distribution, to advertisers whose trade outlets closely parallel the basic or supplementary wired groups, to others whose purpose in using radio is largely institutional.

Two types of problem that the network does not always solve are those of the regional advertiser, or the advertiser whose distribution for one reason or another is limited or "spotty," and those of the large national advertiser with a local dealer organization, working on an exclusive basis in hundreds of markets. There are many of both types —far more than now use radio in any form. Kroger Grocery and Baking Company, whose business is done only in the Middle West and Central South, is an example of the regional advertiser, and most automobile manufacturers typify the latter group.

* * *

It was not surprising, therefore, that Chevrolet Motor Company should again call on World Broadcasting System to produce a series of transcribed programs on behalf of its 10,000 dealers. The surprise came when the size and extent of the campaign became known. Chevrolet had startled the radio and advertising world with the use of 167 stations in 1930-'31. But *Musical Moments*, the new series of 15-minute programs, went on the air April 3, 1935, over exactly 240 stations. In quick succession the campaign was renewed for a second 13 weeks on 300 stations, for a third series on 375 stations and today the huge transcription campaign is rounding out its 21st consecutive month of broadcasting on 400 radio stations. Ten thousand dealers have unanimously voted seven renewals. Embracing over two-thirds of all commercial radio outlets, the *Musical Moments* program has represented a boon to many stations heretofore without a single national account. It has set a fast pace for a general revival of the transcription industry. As Chevrolet stated in April, 1935, at the start of the campaign:

"Tremendous strides have been made in the electrical transcription field. *Musical Moments* takes advantage of all that has ever been learned on the subject of commercial radio endeavor."

Other advertisers whose problems were best solved by electrical transcriptions soon followed in Chevrolet's footsteps, on a scale governed by their own sales and distribution requirements. In the fall of 1935 Kroger Grocery and Baking Company produced *The House of a Thousand Eyes* with talent that represented the biggest names ever heard on transcriptions. Such artists as Frank Tours, Wallace Butterworth and the Bohemians quartet were heard regularly, with Rudy Vallee, Dick Powell, Frances Langford, Molasses 'n' January, Walter O'Keefe, Lenny Ross and others as guest stars. Kroger's advertising agency expresses itself on the subject of transcription as follows:

"We obtain practically 100 per cent coverage where we want it, and waste neither money nor effort in territories it would be unprofitable for Kroger to exploit. As for the quality of our programs, we are more than satisfied with the reproduction obtained thru World transcriptions. . . . We also find that our ability to place these transcriptions on the leading station in each territory keeps the sales organization enthusiastic."

In the spring of 1936 Ford Motor Company took the air with a 354-station

(See ACCEPTANCE on page 24)

★ RINSO - LIFEBUOY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P.M.

RUSS MORGAN
and his Orchestra

"MUSIC IN THE MORGAN MANNER" ★

ROY GOBEY
★★★★
Dramatic Baritone
YOUR STATIONS BEST BET ON YOUR NEXT PROGRAM
Address Care of Billboard, N. Y.

Program Reviews

EST Unless Otherwise Indicated

The Philadelphia Orchestra

Reviewed Friday, 10-10:30 p.m. Style—Symphony orchestra. Sponsor—The Pennsylvania Company. Station—WIP (Philadelphia) (CBS network).

With little pomp, but much circumstance, the Philadelphia Orchestra made its bow for a weekly commercial over the Columbia chain, sponsored by a group of banks, with plugs made locally. Altho WCAU is the town's CBS outlet, program is from WIP, Intercity station, due to feud between WCAU and the musicians' union.

Leopold Stokowski is putting in his three weeks' guest wand waving at the orchestra's regular concert season, and premiere had the benefit of the movie-minded maestro. Eugene Ormandy, town band's regular conductor, will finish the series. Pattern calls for straight symphony stuff, figuring ork's rep is strong enough to carry it without name soloists. Offering nothing more than the beauty that good music can bring, Stokowski was magnificently successful in establishing a mood of serenity and graciousness which served to complement the feeling of spaciousness developed by the playing of the Philadelphia Orchestra.

While the sponsors do not intend to bungle it with advertising interpolations, auditors are in for a subtle harping by guest speakers. Opening show introduced Walter B. Pitkin, who promised to be back with his theme that we live for tomorrow, and Willard M. Kiplinger, who by-lines *The Washington News Letter* syndicated column, with a nervous twitter in his voice, making a date to come back with a summary of the news at the capital and what that means to the average citizen and to business. Local end is sponsored by the Pennsylvania Company for insurance on lives and granting annuities. ORO.

"Movie Fan Night"

Reviewed Friday, 10-10:30 p.m. Style—Movie questions and answers. Sponsor—Hub Credit Store. Station—WWSW (Pittsburgh).

A novel idea for radio broadcasts piped direct from a theater is *Movie Fan Night*, concocted by Walter Framer. The program is staged at the Barry Theater in Pittsburgh and employs 10 theater patrons who are seated on the stage. Framer asks them questions about films and film plays, with winners awarded merchandise by the sponsor.

Feature tends to be tedious in its early stage, since the listening audience has to be patient until each of the 10 persons is asked two questions. Gains speed in the "finals," when those who have answered both queries correctly get the final chance to compete for prizes. Framer handles the program capably and deserves credit for instilling some entertainment in the first half with his chatter. Two commercial plugs, piped by Wes Carr, are sandwiched in during the opening and just before the "finals" begin. Store is exploited as a modern store with convenient installment plans.

Listeners are invited to participate in the program by filling out a blank obtainable in the sponsor's store and showing up in the theater on the night of the broadcast. S. H.

"Behind the Scenes"

Reviewed Sunday, 5:45-6 p.m. Style—Police reporter commentator. Sponsor—State Loan Company. Station—WHDH (Boston).

Francis P. (Tip) O'Neill, night police reporter attached to Boston police headquarters between the hours of 2 and 10 a.m., is the only police reporter in the country with a twice-weekly, Sunday and Wednesday, broadcast who exclusively exploits the deeds of police and firemen, particularly those within New England borders. Tagged as *Police Reporter No. 1* and *Demon Night Police Reporter*, O'Neill's talks are indorsed by 2,100 Boston police and 2,500 firemen, 290 State police (uniformed division) and 15,251 men with power to arrest.

O'Neill, who began airing over WLEX, Lexington, and then switched to WAAB (WLEX), Boston, for four years, comes to WHDH as one of the newest features. Currently and for 15 years on the reportorial staff of *The Boston Evening American* (Hearst).

His speech, enunciation, pronunciation, delivery thruout are much on the style of former Governor Alfred E. Smith. O'Neill endeavors to spiel the ins and outs of a night police reporter's duties and exciting life and to offer a clearer and more authentic picture of the real news behind the scenes, never once letting up on the back slaps and repetitional ballyhoo for cops and smoke eaters.

"Uncle Jim's Question Bee"

Reviewed Saturday, 7:30-8 p.m. Style—Question bee. Sponsor—G. Washington Coffee Refining Company. Station—WJZ (NBC network).

Jim McWilliams, once a standard vaude act of the two-a-day, who since acquired considerable radio experience down in Virginny, conducts a question bee in very entertaining fashion, his ready wit and good delivery standing him and the show in good stead. Program has all of the best qualities of successful shows of the past and present, yet encroaches on none and is in itself fairly original as to treatment. There is something of the Vox Pop, the amateur and the self-entertainment angles involved, all smoothly blended and fast moving. McWilliams does an excellent job and avoids hurting a contestant's feelings.

From the studio audience children and grownups come up to the stage to take part in the bee, and the one answering the most questions correctly receives a substantial cash prize. Cuckoo instead of the gong announces the wrong answer or a fumble. Other prizes for both studio and ether audience include small and large packages of G. Washington coffee. Coffee credits, as usual with this concern, are short and dignified.

M. H. S.

"Somebody's Son"

Reviewed Monday, 6:45-7 p.m. Style—Dramatic sketch. Sponsor—Reading Coal and Iron Company. Station—WCAU (Philadelphia).

As an interest-holder for those who dote on this kind of air fare *Somebody's Son* can't miss. Program idea calls for a dramatization of the files of the Big Brothers' Club, a local social agency dealing in juvenile and adolescent delinquency. Stanza gets away with a novel bang, jurist gets the charge from the jury and addresses the youngster before the bar. Metes out sentence and when he gets to the phrase, "somebody's son," Robert Gill, staff announcer, busts in to formally introduce the program.

Norris West narrates the case and an excellent cast handles the adaptation. Sample caught was the story of a boy who couldn't forget. His normal home life threatened because of an impending divorce by his parents, boy is jibed by his chums and in desperation joins up with a gang of toughies. Police catch up with him on the first burglary job. Instead of sending him off to a reformatory the judge turns him over to a "big brother," who, to make it a happy ending, searches out the cause for the boy's delinquency and brings the parents together.

As it hits the ether on Mondays and Wednesdays show proves a happy combination of expert handling of lines and situations by cast and script writer, latter being Paul Frailey. Excellent performances were turned in by William H. Whitney, as the judge; F. Fazenda, the boy's father; Bill Lang, the big brother, and 15-year-old Bernie Pollack, the erring lad.

Stint is sponsored for the local anthracite coal dealers, commercial spiel saved for the tag. Each stanza presents a different case study, every effort being made to hide the identity of the client. Sums up as a bang-up program from every angle and looks a cinch for listener and sales response. ORO.

"Professional Parade"

Reviewed Wednesday, 9-10 p.m. Style—Variety show. Sustaining, on WJZ (NBC network).

National Broadcasting Company in cooperation with the Federal Theater Project helps to put actors back to work and stages this show of professional talent with hopes of booking some for theaters. Program is opposite Fred Allen on the NBC Red. The entertainment was not hard to take, and for the most was well staged. One spot was not so hot, but considering it was more or less offered as theater entertainment it may be overlooked. Fred Niblo was master of ceremonies and did a fairly good job.

Opening was a kaleidoscopic review of the declining years of vaudeville, with 1926 being mentioned as the vaude heyday, in *March of Time* fashion. Then came 1929, with its big legit season; 1931 and the depression, also the two succeeding years to 1935, when the federal government appropriated funds to create employment. Introductory part also held mention that radio and sound films helped put vaude on the skids, altho looking to it for talent. Niblo talked about the oldtimers and giving them a break.

First act was Margaret Padula, who did the hit song *Halleujah*, from *Hit the Deck*, backed by a vocal chorus. Charles Leland, comedian, was number two, being brought on with a bit of continuity, and offered a monolog about a prize fight that got the studio audience laughing. Orlando Ricalde, Spanish baritone, did a Spanish song and revealed a worth-while set of pipes. Elsie May Gordon, billed as the "Chameleon of the Air," did impersonations of various types of people, from dramatics to comedy, and then animal noises. Edna White, trumpet soloist, was on next, followed by the *Three Harmonettes*, gal trio doing *Sing, Baby, Sing*. Niblo got philosophical and into continuity about a hostess who lets you dream in your chair, puffing at the pipe, etc., as a buildup for *Silver Threads Among the Gold*. The fem chorus probably did not make this as effective as a soloist would have, due to a fancy interpretation. Old song got a fadeout about the station break time, altho nearly over, and the band was coming in strong when the control man handed the show back to the ether.

At this point Niblo made the talk about having the artists playing at the listeners' near-by theater and to select the one they liked best by writing in. Telegrams were read from Dan Frohman and Eddie Cantor.

From the "tabloid age," Ralph Herz came thru with a German dialect characterization and then as a tough wop giving the business to one of the traitors in the gang. Obvious but well done. From Caucasia came none other than Perchik Mellik, torch singer, who warbled *Did I Remember?* Bert Swor and Lou Lubin, black-face comedians, did their stuff, and Padula jazzed a spot up with *Alabama Barbecue*, aided by the chorus. Playlet followed, with A. Winfield Hoeny doing the lead, the item being a slap in the puss for war. This was a great victory for the sound effects, about all of the action being such. At this point Paul Whiteman took the mike to congratulate those who were working on the project—a worthy cause. Jerry Sears, the orchestra and all hands did a short bit by way of review for the finale. Acts are supposed to be selected from those on relief, layoffs and others, but as this bill indicates some have had their chance on the air and made money; others are still looking for a break. Final word was heard about dropping a line to NBC if certain acts or all were wanted as talent for the neighborhood movie theater. Air show is of course mostly a means of publicizing the theater units that are going out and creating interest among theatergoers, potential and otherwise.

M. H. S.

Cleveland Gets Mob of New Shows

CLEVELAND, Nov. 21.—With the acquisition of WJAY by WHK, an influx of new programs has hit Cleveland. WHK has gone dramatic while WJAY adds drama and music to its fare. A group has been organized to do sketches over both stations headed by Mary O'Kelley, Helen Burnett, and Duke Lidyard of the staff. From the Play House, art theater, come Tom Ireland, Kwart Whitworth, Jon Stoup, Patricia Ireland, Eleanor Gullion, Newman Burnett and Raymond Tyson. Lou Rich's orchestra furnished musical background.

Another WJAY project is a mixed chorus of between 50 and 60 voices to broadcast operatic programs and light numbers. Stanley Altschuler is holding auditions. It is planned to give programs during holidays.

Scales of Justice is a new commercial launched over WGAR by the combined Weinberger and Standard Drug Stores. This is a series of actual Supreme Court cases emanating from Ohio and touching social problems. They are in drama form. Wayne Mack directs Play House actors in skits by Dr. Isadore Zwick. Mrs. Jennie Zwick assists in production. Judges and attorneys will give comment and opinions.

Walter Logan, dean of local maestri, has started a new program over that station. Don Dewhirst, baritone, has begun a new recital series on WJAY, with a new cowboy act by Dave Roberts and Brownleigh House another WTAM starter.

Agencies Squawk at Lack Of Adequate Station Data

NEW YORK, Nov. 21.—Failure of radio stations to present accurate or complete market and sales promotion material to advertising agencies is again being discussed, agencies claiming the bulk of material sent them by out-of-town stations, except for the larger ones, in which case the information is generally known, is next to worthless. Holds true even in cases of some network affiliates, it is claimed.

Stations in the main, it is said, are failing to deliver certain vital factors to the agencies. Coverage maps, with primary and secondary coverage indicated; market data, such as population in these areas, metropolitan areas and the number of retail outlets of one kind or another, are generally unknown. Case histories of accounts using the stations and their success stories, as well as lists of advertisers, past and present, on the outlets; "station-tested programs" and one or two other items are seldom presented.

Most of the sales information is of a purely promotional nature, often extravagant, it is alleged.

Radio Sales Adds Two

NEW YORK, Nov. 21.—Radio Sales, Inc., CBS subsidiary for its owned and operated stations, has added WEEI, Boston, and KNX, Hollywood, to its roster. WEEI is CBS-operated, on lease from the local Edison firm. KNX was recently purchased by CBS.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, November 13, to Thursday, November 19, both dates inclusive.

Chapel in the Moonlight (21)	27
The Way You Look Tonight (23)	26
Who Loves You? (23)	24
I'll Sing You a Thousand Love Songs (15)	23
Did You Mean It? (13)	22
It's De-Lovely	21
You Turned the Tables (22)	19
I'm in a Dancing Mood (16)	18
Organ Grinder's Swing (18)	18
'Taint Good	17
Close to Me (17)	16
When Did You Leave Heaven? (19)	15
You Do the Darnedest Things	13
Me and the Moon (13)	9
You're Everything Sweet	9
You Came to My Rescue	8

SHEET MUSIC BEST SELLERS will be found on page 19.

Air Briefs

By JERRY FRANKEN

ALICE FAYE and an all-gal orchestra, conducted by Lee Elliott, is a new show combination possibility. Willys-Overland will be the advertiser, with the show auditioned last week at the New Amsterdam Roof, New York. . . . Shell Oil, according to report, may drop the musical idea when it comes east for a dramatic show. High price of guest stars from Hollywood a factor. . . . Johnny Fraser was threatening to shave a newly acquired beard—of all things—last week. Fraser, NBC announcer, says it's there in the first place because he lost an election bet.

Veronica Wiggins, radio warbler, was given an audition last week by the Metropolitan Opera Company. . . . Lucky Strikes saves $13,000 a week by cutting down to half an hour on its programs, and that ain't hay. . . . George Givot is doing a series of one-minute waxed announcements for Lea & Perrins sauce. They're done in Greek dialect and are spotted on WHN in New York. . . . Question of Fred Waring's renewal is to be decided by Wednesday (25). . . . WNEW has named Ted Webb as its chief announcer. Webb was until recently studio manager in the station's Newark studios, but with the official move to New York of the station these studios are having most of their shows shifted to New York. Station is still looking around for a program director.

EDDIE MILLER started a new series on WMCA this week called *Artists on Parade,* presenting pupils of the baritone. . . . Some of the dailies are building up the fact that Sears-Roebuck is ending its CBS series, but make no mention that the same company is continuing its large spot campaign. . . . Morey Amsterdam, Mabel Todd and Tony Romano's Orchestra, all hailing from the Coast, do a new NBC series, starting November 25, on the Red. . . . Eddie Conrad, vaude and radio comedian, who recently appeared on the Rudy Vallee show with Dick Mack, is in the hospital having his phiz overhauled. A pending film contract is the reason. . . . Helen Holme has joined the press department of Marschalk & Pratt.

The Hollywood Theater Building is being considered as the new headquarters for WMCA. . . Acousticon has shifted from Kelly, Nason & Roosevelt, but isn't set on an agency. Account hopes to use radio to oppose Cheerio (Charles Field), broadcasting for Sonotone. . . . CBS Artists' Bureau, in addition to renewing Gertrude Niesen for another year last week also signed Evan Evans, tenor. and Anthony Del Casino, previously on some small stations and in night spots. Evans was previously handled by CBS. . . . Phil Cook has nabbed six accounts for his WMCA daily early morning show. Included are Trommer's Beer, Renken Dairy and Packard electric razors.

Chi Air Notes

By F. LANGDON MORGAN

Vivian Della Chiesa, NBC songstress, is a young soprano who in less than two years has risen from complete obscurity to fame. Winner of a WBBM contest for new talent, the prize of which was a 10-week contract with the station, she appeared on many programs there long after her original ticket had expired, later signing up with NBC. Last Sunday night she made her debut with the Civic Opera Company here and is being hailed as an operatic sensation. . . . Gail Borden, dramatic critic of *The Chicago Times,* is being featured in *The Editor's Broadcast,* a news commentary program heard over WENR five times weekly. . . . Jane (Rowena) Williams, the soprano heard on the *Hollywood Hotel* series some time ago, is singing in the Tally-Ho Room of the Medinah Club here. . . . *Orphan Annie* serial outlets will be expanded to include 70 new stations. . . . It has been taken off the ABC network. . . . Dave Owen, formerly director of the *Jack Armstrong* series, and Dan Sutter, of *Dan Harding's Wife,* have left for Hollywood and movie work. . . . Tom Fizdale, press agent for Fibber McGee and Molly, will make his debut as an actor November 30 when he will play the p. a. in their sketch on that day, which will be broadcast from Minneapolis. . . . The Rock Creek Rangers, new WLS act, has changed its name to Rock Creek Wranglers because of conflict with other "Rangers" acts in the Chicago musicians' union.

The Northerners, a WGN feature, has switched from Monday to Tuesday nights. . . . Ginna Vanna is back on local programs after a season with the San Francisco Opera Company, during which time she was secretly married to Dr. Peter Rosi, Chicago surgeon. . . . Bill Robson, producer of the Sears program, studied under the famous Professor Baker at Harvard. . . . Edward A. Murrow, educational program director of CBS, New York, was a recent WBBM studio visitor. . . . Amos 'n' Andy introduced another feminine voice on their program this week when Terry Howard, petite vaudeville actress and small-girl delineator, played the role of a youngster. . . . There is much speculation on where the Carnation Milk account will go when the Erwin, Wasey Agency closes its local office the first of the year. . . . The Purity Bakeries account goes to the Blackett, Sample, Hummert, Inc., office after the first of the year. . . . The new diamond Henry Busse, ork director, is sporting was presented to him by his wife. . . . Colleen Moore, former movie star, was a guest performer on the NBC Jamboree program November 19. . . . Gene Morgan, NBC actor, was recently initiated into the Sons of the American Revolution.

Arch Obler, author of *Lights Out,* will be headed for Hollywood shortly. it is rumored. . . . Not that it matters, but Herb Futran, who is writing a new radio show for Walter Hampden, lives in Chicago on Hampden court. . . . Bob McGrew and his orchestra are now heard over WMAQ from the LaSalle Hotel instead of WBBM as formerly. . . . Mrs. Emily Bobbitt has joined the WBBM publicity department. . . . Bob Tinsley's Orchestra at Colosimo's Cafe will be picked up by WIND. . . . One of the schedules for broadcasting is the latest on the air from here, being heard from 3 to 3:30 a.m. . . . The Cumberland Ridge Runners are celebrating their first year on WJJD. . . . They were features on WLS for several years before joining WJJD. . . . The daughter of Marv Kraus, WIND announcer, was seriously injured recently when she was the victim of a wild dog. . . . Frankie Masters' Orchestra will be heard over NBC from the Stevens Hotel beginning November 27.

TRAILER MFRS.——

(Continued from page 3)

lack of uniformity will strangle trailer travel. A coach will be of illegal width in one State and of illegal length in another. It will have legal rights in one State and will be stopped by police in another."

As a result of the meeting, committees were appointed to draft tax and regulation bills to be presented to all State Legislatures next January. Wilday, however, predicted difficulty in securing agreement from all manufacturers as to various inevitable proposals.

In the course of events over the next few months it will be well for all show people to watch closely *The Billboard* and the daily papers for definite actions taken to control their "homes on wheels." Whereas for years show people have gone unmolested in house trailers of reasonable size, now that the entire American public has gone "nomad minded," there is no doubt but that law makers have their eyes on both the need for safety regulations and the chance for some added State revenue.

The present train of events and opinions will no doubt end in strict specification of brakes, hitches, weight per axle, lights, length and width. The best show people can do is just sit and wait and hope the trailer manufacturers will be successful in their attempt to secure uniformity of laws.

As a precaution, however, *The Billboard* suggests that every trailer owner secure a copy of the survey of all State legislative provisions which apply to the ownership and use of house trailers. This can be had by sending 25 cents to the National Highway Users Conference, Washington, D. C.

HEAVY RESERVATIONS—

(Continued from page 3)

Jolly, Charles Deibel, A. W. Abbott, Robert F. Irwin Sr., J. H. Whelan, Maurice Piesen, Eddie Pratt, W. S. Coleman, F. E. Hubbs, W. J. Kuhlman, J. C. Griswold, Abe Frankel, George H. Cramer, H. P. Schmeck, A. W. Ketchum, W. St. C. Jones, C. W. Fellows, M. W. Sellner, Arthur Sellner, Ben O. Roodhouse, Mrs. M. W. Sellner, Max Cohen, Roy Staton, H. H. Parker. Numerous other reservations have been received since this check was made, the hotel reports.

TALK OF CUTS—

(Continued from page 3)

Can't Happen Here, scattered thruout the country, are well oiled and running smoothly, according to Federal Theater announcements. In New York the three versions are attracting about 16,000 weekly, of which 8,064 is attributed to the Adelphi. The Biltmore, which has averaged 3,000 weekly with its Jewish version, loses its occupant tonight, and Experimental Theater resumes with the piece next Tuesday. *Paths of Flowers,* last Experimental production, goes out, and the next, *Native Ground,* is not expected before December. The Ritz Theater, recently acquired, will be opened with the Dance Theater's *The Eternal Prodigal,* November 30. Casino De Paree has been leased for concerts and opera.

CHICAGO, Nov. 21.—Sammy Dwyer, local dance man and producer, and seen on Broadway in *Runnin' Wild* and other musicals, is handling the chorus routines in *Oh, Say Can You Sing,* to be produced by FTP at the Great Northern Theater here during Thanksgiving week.

BIRMINGHAM, Nov. 21.—Good crowds on all of five nights run greeted the local Federal Theater's second play of the winter series, *The Night of January 16,* presented November 10 to 14 at the Jefferson Theater. Five-day run of Dan Totheroh's *Distant Drums* started Tuesday.

CLEVELAND, Nov. 21.—Following the example of the Federal Music Projects of the West Coast, local project has turned to opera and will produce Balfe's *Bohemian Girl.*

NEW ORLEANS, La., Nov. 21.—Following *Russet Mantle,* which was staged successfully on Thursday, Friday and Saturday of this past week at the small Jerusalem Temple here, the project will present *Chalk Dust,* December 3, 4 and 5, and *Christmas With Dickens,* December 28, 29 and 30.

BRIDGEPORT, Nov. 21.—Ann Grosvenor Ayres, who staged the production of *It Can't Happen Here* at the Park Theater here, leaves this week to stage the same production for the WPA company at the Palace Theater, Hartford, Conn.

SECURITY LAW——

(Continued from page 3)

ineligible for benefits, but is held responsible for submitting proper data on employees.

That legit actors will experience no trouble is the essence of a statement by Frank Gillmore, who has been in communication with Walter Gellhorn, regional attorney of the security board. Mrs. Rosenberg when queried as to whether the casual nature and transient character of an actor's work would affect his status or offer obstacles to his eligibility for benefits answered definitely not. She adds that an actor will be given a number, to be duly filed by federal authorities. Records of the actor's engagements will be sent to a central office by the various employing mnagers and will be chalked up to the account of the indicated number.

Ralph Whitehead, however, who has been in touch with John Winant, chairman of the Social Security Board and who appeared before a congressional committee last year in an attempt to modify provisions of the bill, finds fault with several requirements, chief of which is a ruling calling for a residence of five years within a 10-year period in a State.

General characteristics of federal old-age benefit rulings, as laid down by the Social Security Board, are (1) Benefits are entirely federal and comprise three types: Monthly benefits payable after 65. a lump sum payable at 65 and payments upon death. (2) Machinery slated to go into effect January 1. (3) Payments to begin in 1942. (4) In order to receive monthly old-age benefits at 65 individuals must have been employed in at least five different calendar years and their wages must at least total $2,000. One day's gainful employment in each of the years meets the requirement, and the years do not necessarily have to be consecutive. (5) Only the first $3,000 a year from any employer is counted in the computation of benefits so that if, during a year, wages from one employer total $4,000 and from another $3,500, only $6,000 will be counted. (6) If remuneration is in other form than cash, such as board in summer theaters, etc., this will be estimated in terms of cash wages. (7) The amount of benefits will be determined by the amount of total wages from employment after December 31, 1936, until age of 65. (8) If total of wages before 65 is less than $2,000, the individual is not eligible for monthly retirement benefits.

Funds for this machinery begin rolling in after January 1, when 1 per cent will be deducted from each person's salary. This, together with an additional 1 per cent to be contributed by the employer, will be sent to the United States Department of Internal Revenue.

WASHINGTON, Nov. 14.—To illustrate the procedure of enrollment for old-age retirement benefits, the Social Security Board is readying a three and one-half minute trailer film to be offered to exhibitors thruout the country. SSB hopes to encourage prompt filing of applications on part of public. Reel opens with trumpet call, November calendar with 24 encircled. Voice declares: "November 24 marks the beginning of a new era in American life. November 24 gives 26,000,000 workers their first opportunity to share in the new government plan for old-age security. . . . When you return this application you take the first step to secure a monthly income for life after you are 65 and stop working."

Explanation accompanies views of distribution of blanks and manner of making returns. Workers in many fields pictured to indicate wide range of law's application.

MAYNARD FIRM——

(Continued from page 3)

West and Indian Congress, had a rather hectic career. Show was billed to open at Maynard's ranch, four and one-half miles from Van Nuys and 25 miles from Los Angeles, May 9 and show each week-end during the season. Billing the show without permit and setting the show property on his ranch, which is zoned as a residential district, stirred up resentment starting with one woman, nearest owner to the ranch. Protests were signed by many living in the San Fernando Valley who, according to Steve Henry, were not within their rights in protesting or being permitted to testify at several hearings that were held in the rooms of the Department of City Planning and before the committee of City Council of Planning and City Council. The battle went on for months and it was stated at the Department of City Planning that the files in this case were the largest presented in any zoning matter. Henry handled the entire matter with the several committees and City Council. and succeeded in having the circus equipment remain on the ranch on a temporary permit. This work, Henry says, was done for Ingle Carpenter, attorney for Maynard, and who is one of the incorporators and a member of the board of directors of the corporation.

Business with the show was not up to expectations because of the ranch being far removed from the center of population and in a community of small farms. The show was a highly credible one, presenting a fine performance with Maynard as the feature. Diamond K Ranch Circus Corporation was incorporated March 6, 1936, capital stock $100,000, with Ken Maynard, Mrs. Ken Maynard (listed on papers as Mary Maynard) and Ingle Carpenter, attorney, as board of directors. Creditors held several meetings and it is understood that no effort was made to prevent the petition from being filed, as all contacted said they thought Maynard was highly honorable and would pay is given an opportunity.

Stagehands and Hotels in Fight

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Union demands scale for p. a. and spotlight men—after ballrooms, cabarets

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NEW YORK, Nov. 21.—Local No. 1 of the International Alliance of Theatrical Stage Employees, thru its business agent, Vincent Jacobi, is making a drive to organize hotel spots using floor shows along with night clubs and ballrooms. Aim is to have these spots use union public-address and spotlight men, union scale being $75 and $60 a week, respectively, for eight-hour days.

Already cracking down, the local has found some opposition. The Rainbow Room in Radio City ran its floor show last week without p. a. and spotlight. Jacobi was to confer with John Roy on settlement. St. Moritz Hotel was the first to sign up in the drive, altho the French Casino, Paradise and Hollywood have been employing union men for some time.

Jacobi intends getting after the Cotton Club and other Broadway night clubs soon. Spots that refuse to negotiate are immediately picketed, the Barbizon Plaza being given pickets last week.

Manhattan Opera House and Delano Hotel, where one-night affairs are held, many of them union functions, are negotiating. Latter pulled several union meetings out of the establishment to strengthen his argument.

Casino Parisienne Ready in December

CHICAGO, Nov. 21.—With the completion of the deal for the Terrace Room of the Morrison Hotel completed, announcement was made this week that the work of remodeling will begin immediately and when finished will have transformed the historic spot into one of the finest night spots in the country.

Lease was made to the International Casino of Illinois, Inc., a subsidiary of the French Casino, Inc., of New York, and is for seven years. Louis F. Blumenthal and Monte Prosser, of French Casino, announce that $100,000 will be spent in remodeling the room, which will have the largest seating capacity of any night club west of New York. There will also be a modern cafe on the street level and many innovations new to Chicago.

New room will be called the Casino Parisienne. A new bar and cocktail lounge to be known as the Monte Carlo will be located in the foyer. A miniature theater will be built in the lounge to present acts extraordinary. The bar will be circular and illuminated. Entire room will be decorated in warm colors. There will be two orchestra pits flanking a new and raised circular stage with revolving and removable platforms arranged for presenting productions. Platform will be used for dancing between shows. All seating will be arranged around the central movable stage which will be in full view of all tables at all times, as the present terraces are being enlarged. There will be a complete new air-conditioning system. Interior of the new place is being handled by Lessman, Inc., of New York, and H. H. Juren, architect, from Hollywood RKO studios, will supervise the remodeling.

The Casino Parisienne is expected to open some time during Christmas week. Willard M. Rutzen, assistant to Managing Director Leonard Hicks of the Morrison, has been placed in charge of advertising and public relations. This appointment will not in any way affect his present position.

Producing Shows in Houston

HOUSTON, Nov. 21.—Red Ford continues as emsee at Pelican Club, where he has been producing the shows for several months.

Kalamazoo Club Burned

DETROIT, Nov. 21.—Colony Club, on U. S. 131, near Kalamazoo, Mich., was destroyed by fire Monday. Club was opened two months ago by Leo Ehrmann.

Genius Wanted at $5

PHILADELPHIA, Nov. 21.—To that great fraternal organization, the Elks, goes the credit of discovering Ferde Grofe. When he was 16 Grofe wrote his first piece, "The Elks' Grand Reunion March," for which the BPOE paid him $5.

And now the Philadelphia Federation of Women's Clubs is prepared to send another budding songwriter on his way. Femme gabbers have announced a contest for a theme song. Genius who satisfies the ladies gets $5.

Philly Has 2 New Spots, 2 Movings

PHILADELPHIA, Nov. 21.—George Levin has opened the 31 Club on the site of the old Torch Club, with Hal Hixon as emsee and Georgie Lain's Ork. Show includes Florence Barton, Dimas and Anita, Sugie-Q-Shorty, Barbara Warwick, Jerri Marcella, Claire Raye and Gloria Standish.

Opening of the Savoy Tavern gave Frankie Milton the emsee moments, introducing Bonnie Claire, Roger Sisters, Ethel Shipley, Helen Hayes and Eddie McNamee.

Other openings find Benny Fogelman unshuttering the old Piccadilly Cafe Christmas night as the new Benny the Bum's address, and Al Brown and Ben Rasch moving their Melody Club to relight the Club Cadix the same night.

Von Thenen's, Chicago, Celebrates Anniversary

CHICAGO, Nov. 21.—Von Thenen Cafe here celebrated its 35th anniversary this week on completion of its $20,000 remodeling program. Interior of the cafe has been done in rose and ivory and with the increased floor space much larger shows are made possible.

Opening bill included: The Four Melodians, Lido and LaVon, Hart and Allison, Eve Evon, Chiya, James Ogle, Wally Ross, Jean King and the Rathskeller Quartet. Frankie Davis' Orchestra occupies the band stand. Cafe is booked by Hal Lawrence.

Jacksonville Dansant Burns

JACKSONVILLE, Fla., Nov. 21.—Casa de Baile dance pavilion was destroyed by fire early Monday morning. Fire started in the smoking room. Dansant was constructed in 1925. It was partially covered by insurance.

Jackson Books Glenwood

GLENWOOD, N. Y., Nov. 21.—Fred's Glenwood Tavern, newest local night spot offering dance music and entertainment, opens Thanksgiving Eve at Myrtle street and 66th place. Owned and operated by Fred C. Bonelburg. Opening show, booked by Billy Jackson of New York, includes the White Sisters, Ann Drew, Mildred May and Harold Moru. Music supplied by a four-piece band.

Philly Cafe Owners Organize To Fight Unfair Laws, Taxes

•

Form Cafe Owners' Protective Association of Philadelphia—alarmed by old tax law and threats of new relief taxes—eye ASCAP licensing—Tom O'Boyle president

•

PHILADELPHIA, Nov. 21.—That the night club field intends to achieve some permanency is seen in the banding together of local operators into the Cafe Owners' Protective Association of Philadelphia. Idea was the brainstorm of Harry F. Hahn, of the Cocoanut Grove, and Tom O'Boyle, of the Cadillac Tavern, with 48 cafe owners answering the roll call at the first meeting. An inaugural dinner-dance was held last Sunday at Stamp's Cafe, floor shows from the various spots adding to the festivities, with the net result that the charter membership was upped to a total of 75 cafe owners. The present nucleus of the organization embraces practically every nabe nighterie, but the midtown clubs are beginning to fall in line also.

Officers of the COPA are O'Boyle, president; Lew Moffitt, of the Chateau, secretary, and Al Ehrlich, of the Ballyhoo, treasurer.

As the name implies, the COPA was organized as a protective association. Need for a united front along the nightlife row was first brought home when City Treasurer Will Hadley dug up an old law which made the cafes liable to the same amusement tax now being paid by the theaters. Law, passed in 1913, calls for a yearly soak of $501.25. Also provides that a $250 penalty be affixed to the original amount for each year the tax is not paid, plus an accumulative interest charge. When the draught era was banished, a $25 amusement tax was provided for the nighteries. But any attempt to enforce the 1913 levy would literally mean driving out of business most of the cafe owners.

As a test case, suit was brought against the Cadillac Tavern for $2,253.75 for the years 1934, '35 and '36; against the Cocoanut Grove for $1,502 for 1935 and '36, and against the Hotel Walton Roof Garden for 1935 taxes, $751.25. In each case the City Treasurer's office urged a 50 per cent penalty. Case was heard in Common Pleas Court and the decision was held under advisement. Final adjudication in favor of the City Treasurer would mean that a similar levy could be applied to every night spot. It is reported that the Hotel Walton, the Hotel Adelphia's Cafe Marguery and the Arcadia International House paid up rather than stand future court action.

Hailed as a promising gesture by the COPA was the glad tiding from Mayor S. Davis Wilson that he would urge legislation by which the old fee system of salaries is entirely wiped out and all fees for public service be turned into the City Treasury. Since that would eliminate any personal gain to City Treasurer Hadley in collecting fees, nighteries figure that will take the edge off his desire to enforce the 1913 law or dig up any others.

COPA will fight attempts to sock nighteries with additional taxes. Present Pennsylvania State Relief Tax, 20 per cent of each check, is being held by the patron. Any further efforts to tax for relief purposes, when the State Legislature gets together in January, will be opposed.

There is open dissatisfaction here over ASCAP's licensing tactics. Altho the association has not as yet gone on record to the effect, ASCAP will undoubtedly find the new local setup full of headaches when it seeks license renewals for the spots.

Inter'l Casino Opening Feb. 10

NEW YORK, Nov. 21.—International Casino, the Louis J. Brecker-Joe Moss night spot to be housed in the New Criterion Theater Building, will open about February 10 with a show produced by Pierre Sandrini and Jacques Charles. Latter have just returned to France after a short stay here, and will recruit talent which, together with American dancers and showgirls, will give the show its international billing. Four American orchestras will be used.

It is expected that the new nitery, which the management claims is costing in excess of $1,000,000, will provide stiff competition to the French Casino thru its use of similar talent and billing.

Bux, Hot Coal Walker, Signed by D. Granville

NEW YORK, Nov. 21.—Dorothy Granville, international agent, has returned from Europe where she has been scouting for talent. Will shortly bring to this country Kuda Bux, Oriental who crashed the dailies and the newsreels last year by walking barefooted over a bed of hot coals before an audience of medical men. Bux, now billed in London as the *Man With the X-Ray Eyes,* currently does a reading turn with his eyes heavily bandaged.

Miss Granville is still managing Boy Foy, currently at the Congress Hotel, Chicago.

Getting the Kid Trade

SAN FRANCISCO, Nov. 21.—Bernie Cummins' Band, which opened at the Palace Hotel here October 8 for eight weeks, remains until February, according to Archibald Price, manager. Cummins, in the meantime, is devoting part of his day hours to personal appearances at high schools and college rallies drumming up trade. With him goes Dorothy Crane. Walt Cummins, "Dippy" Johnson and the Three Sophisticates, the ork's vocalists. It's something new here.

"Complimentary" Orchestration Seller Convicted; Still Leak

NEW YORK, Nov. 21.—More effective ways of stopping leaks whereby orchestrations, intended for sale or as complimentary copies, are being disposed of at cut-rate prices to band leaders thruout the country are being considered. Altho complimentary orchestrations are stamped as such and marked not for sale, it developed that musicians disregard this phase when in the market to obtain music and are willing to pay 25 cents for an orchestration otherwise not obtained for less than 50 or 75 cents. That the selling of such orchestrations was a thriving business was brought to light by Arthur Hoffman (of Feists), who represents the music industries in running down the songsheet and other rackets. Hoffman was assisted by John Wiener, who represented himself as a band leader, and communicated with one of the illegal orchestration sellers. Leak is not yet stopped and publishers are considering adding another phrase to the ork covers.

After considerable correspondence and purchase of the orchestrations marked "Complimentary—Not For Sale," at 25 cents each, and after it was known that the seller had any quantity of the latest hits on hand, Hoffman and Wiener conferred with Assistant District Attorney Walter X. Stanton in the Bronx. Two detectives were assigned and a trip and sale made by Irving Bruckman, at 1192 Walton avenue, resulted in Bruckman's arrest for violation of a section of the Copyright Act.

It was his practice to read the trade papers and pick out leaders names and write them letters offering the orchestrations, etc. At his home Bruckman had several hundred copies on hand. In Special Sessions, judges Hoffman and Walley gave Bruckman a suspended sentence of 20 days and fined him $100. Fine, of course, was not remitted. It was the first case of its kind on record and further research is being made to determine whether the buyer in such cases could be made a party to the unlawful practice as an accessory after the fact.

Pittsburgh Wants Girls

PITTSBURGH, Nov. 21.—Night club acts, particularly girl singers and dancers, are in heavy demand in this territory, Larry Kennith, secretary of the Entertainment Managers' Association of Western Pennsylvania, reports. Suitable acts are assured of 20 weeks around here, he adds.

Trouble in El Paso

EL PASO, Tex., Nov. 21.—Trouble with Mexico's Department of Labor has again halted floor shows at Club Tivoli and Lobby Cafe in Juarez, Old Mexico, across the Rio Grande. Mexican government objects to hiring American performers.

Makeshift shows, with musicians participating, have been the rule this week. It is the second mixup in less than six months.

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PETE
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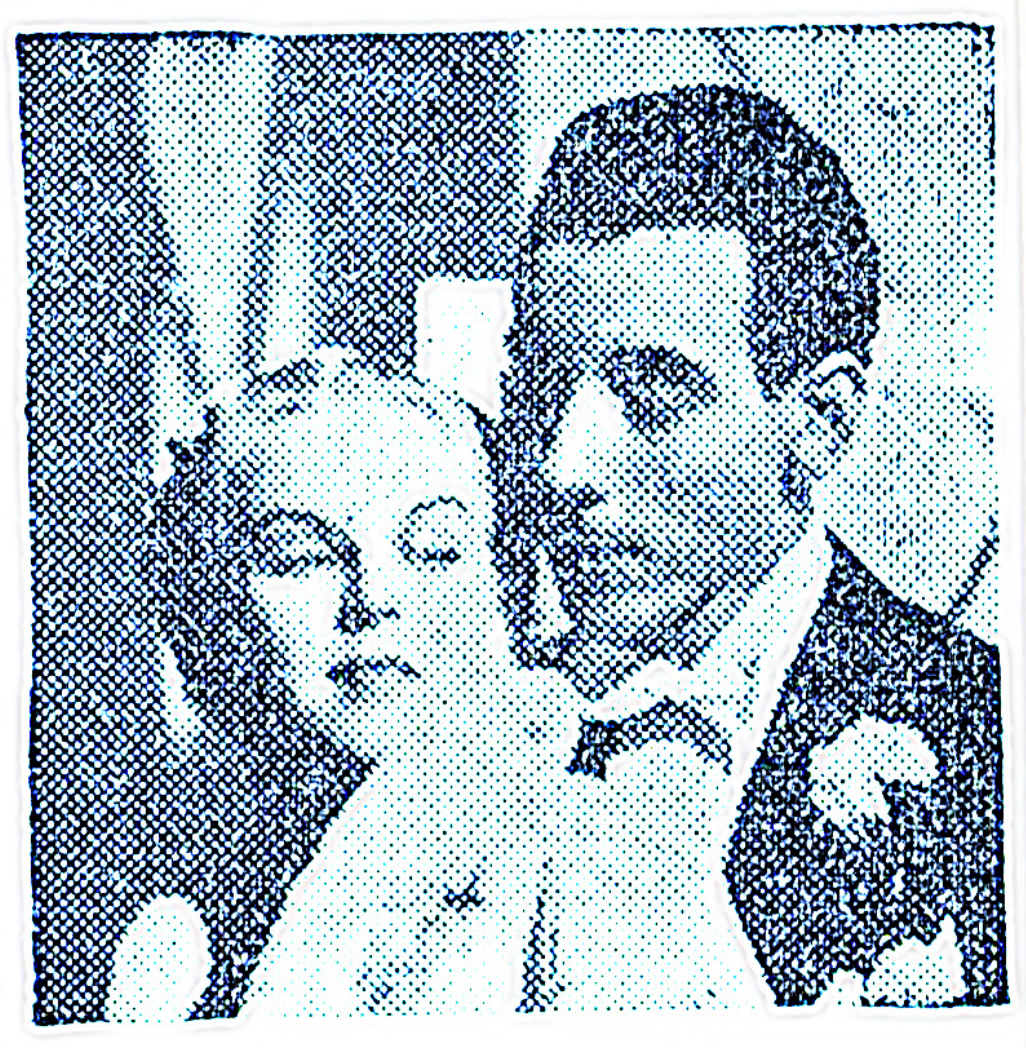

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Night Club Reviews

Hollywood Restaurant, N. Y.

With Harry Richman having dropped out after a disappointing run here, Hal LeRoy is heading the show, which opened Septembr 27 and will probably run until February. Altho the production numbers remain, the acts have been changed right along. Bill Powers is set to tighten up the production, which was directed by Danny Dare.

LeRoy, who has been away for some time, is not up to his usual standards. He's still a swell rubberleg and amazingly facile dancer, but he seems to lack spirit and his once engaging personality isn't there. Perhaps his cold introduction in next-to-closing spot makes it tough for him. Anyway he could do better.

As before, the girls are the main attraction. Their eye-filling pulchritude, clad in revealing Bertha costumes, is a treat. But the girls also perform and do their bit in comedy and singing numbers. Marian Martin, gorgeous platinum blonde, leads the parade, which includes 10 beauties from *The Great Ziegfeld* picture and 12 chorines. One of them, Eleanor Knight, steps out for a snappy tap to Spanish music.

The production numbers are nifty. Credit Doris Fisher, Dave Oppenheim and Jacques Krakauer for music and lyrics; Archie Bleyer for the arrangements, and Jerry Franks for pacing the show. And don't forget that old standby, Jack Waldron, whose compelling voice emsees and flings out a lot of saucy cracks for the benefit of middle-aged out-of-towners determined on having a terribly naughty time.

Red-headed Iris Adrian, doing double-meaning ditties about what happens to little girls who go after millionaires, is an individual standout, getting a huge hand. Del Casino, young tenor, pleases with his sweet voice and modest demeanor. Three Harrison Sisters, pretty singers, harmonize nicely, leading several big numbers.

Joan Abbott, whose figure is getting Mae Westish, sings in lusty blues manner. Vigorous delivery demands attention, altho her voice is not exceptional. Elton Rich entertains with a bit of sleight of hand and then becomes one of the Three Eltons, two-man-and-a-woman comedy ballroom combo. Their hoke ballroom dance, ending with a dummy being flung around, gets laughs.

Cesar and Maclovia are on for a bit of Mexican dancing and return for straight ballrooming, offering a tango and a rumba. The girl is especially attractive, whereas the man's wardrobe could be improved. Their dancing is okeh. Edward Richard, doing finger shadowgraphs behind a lighted screen, held close attention, which is something in a noisy night club. Monte and Carmo, midgets, offer some entertaining comedy and straight acrobatics, including hand-to-hand stuff.

Jean Landis, striking blonde, won applause with her high kicking and toe-spinning specialty. Jerry Franks helped in an amusing bit with Waldron.

The Archie Bleyer 10-piece orchestra played for the show and also for the dancing. Good music, altho that old Bleyer touch in the dance arrangements isn't there. Arthur Warren's six-piece combo did the relief sessions, dishing out pleasing rhythms.

And to complete the record: genial Joe Moss is still the host and Dorothy Gulman is the spot's new press agent.

Paul Denis.

Club Minuet, Chicago

Frank Sherman, former vaudevillian and night-club performer, operates this cozy and intimate near-North Side cafe. The room, which seats only about 100, is done in Spanish motif, with iron-wrought lanterns hanging from the ceiling and on the walls and a large fireplace on one side of the room, which is lighted on cool evenings. A small but pleasing all-girl show is currently on tap, with soothing dance rhythms furnished by Jerry Glidden's four-piece combination.

Del Estes, as mistress of ceremonies, introduced Dorothy Hoghton to open. She sang a little and then did a modernistic dance routine that featured pirouettes and one-leg turns, leaving the floor to a nice hand.

Alvira Morton, prima donna with a soprano voice of quality, made a hit with her singing of a *Naughty Marietta* medley that included *Sweet Mystery of Life, I'm Falling in Love With Someone* and the *Italian Street Song,* the latter demonstrating perfect vocal control. Encored with *Would You?* and took a big hand.

Joy Finley, blond tapster, did a Cuban tap number to the tunes of *Mama Inez* and *LaCucaracha* to nice applause, and the Carvell Sisters closed with a routine that opened with a bit of harmony singing on the *Lady in Red* and ended with a high kick and musical comedy dance. All were brought on by Del Estes, who proved herself a capable ringmaster for bows.

After the regular show the affable host Frank Sherman rendered *Roses of Picardy* and *Rose-Marie* much to the delight of those present.

F. Langdon Morgan.

Silver Cloud, Chicago

One of the prettiest outlying cafes in town, this spot, managed by the affable Jimmie Purcell, is proving a popular mecca for seekers of night life on Chicago's northwest side. Place is built along theater-cafe lines, with the tables on three different levels of terraces and leather-seated booths lining the walls. At the far end of the room is the dance floor and the band shell occupied by Jimmie Campbell's Orchestra, a small combination but one that can dish out danceable rhythms in a compelling manner besides furnishing excellent musical support for the show.

Jimmy Ames, emsee, is a young man of latent possibilities who is wasting time with inane material. He possesses a splendid voice, which could be used to better advantage if he had a routine. He enjoys himself immensely, very often laughing more heartily at his own jokes than do the customers. He gives one the impression of being capable of doing things, but really never gets started. Ames has the makings of a clever performer if he'd work on himself.

The Dancing Howards, personable young couple, did a graceful ballroom routine climaxed by an unusual lift and a very good ragdoll number, taking nice applause for both. Kay Brown, peppy miss, was on for two numbers, first a tap and then acrobatics; Frankie Gorton, a mistress of the mallets, pounded out the *Poet and Peasant Overture* and *Ida, Sweet as Apple Cider* on her xylophone to good returns; Frances Gordon, blond songstress, sang *When a Woman Loves a Man* and Faith Foster dramatized a song medley about her man.

Show was booked by the Hal Lawrence office. F. LANGDON MORGAN.

Vogue Room, Hollenden Hotel, Cleveland

Vogue Room goes into a new experiment in instituting Sunday dinner shows. It is likely to become a permanent feature, since few spots here offer Sunday entertainment.

One of the snappiest revues of its season is shown in Dick Marsh's offering. Sammy Watkins and his band grow better the longer they stay, and a striking addition is Mildred Monson, who used to do solos with the A. & P. Gypsies. A dramatic soprano of range and charm, she knows how to handle a microphone. *My Romance* and *Did I Remember?* are two of her best numbers.

The Vernons, advertised as late of the Mayfair, London, are distinctive dancers, the girl displaying a varied assortment of striking gowns. Charles Neale, robustious baritone, remains as master of ceremonies. *Harlowe R. Hoyt.*

Additional Night Club Reviews appear on page 40

MAURINE and NORVA
"WORLD'S FOREMOST DANCING STARS"
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Hickory House Books New Swing Orchestra

NEW YORK, Nov. 21.—New swing combo, to be called The Three T's and Their Orchestra, will open December 2 at the Hickory House. Farley-Riley outfit is holding forth there at present.

New combo gets its name from Jack and Charles Teagarden and Frank Trumbauer, trio from the Paul Whiteman Orchestra, who will handle the job apart from their usual work. Three additional swing musicians will complete the sextet. Jack Lavin, Whiteman manager, handled the deal.

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Club Chatter

New York City:

MITZI GREEN, former kid stage, screen and radio star, and now 16 years old, made her night club debut November 19 at the Versailles, replacing Mary Lewis. . . . LESTER AND DANIELS, dancers, replaced Charles and Celeste at the Cocoanut Grove. . . . MIRIAM GRAHAME now sings at the Iridium Room of the St. Regis Hotel. . . . THE FIORENZAS, a Continental ensemble, go into the Astor on the 28th, replacing the Southland Rhythm Girls. . . . FELIPE DE FLORIES, Mexican balladeer, has joined the El Chico Revue. . . . JOHN FOGARTY now heard over WHN from Coffee Dan's. . . . TESS NOEL goes into Weismantel's Show Boat.

BEA KALMUS, blues singer, heads the new floor show at the Brass Rail. . . . TOMMY LYMAN, with a new line of chatter and special material by Milt Francis, is packing them in at the Chesapeake House. Spot reports 70 per cent increase in biz. . . . BELLE RIGAS, singer, okeh again after her operation at the Victory Hospital, Brooklyn. . . . PAUL ROBINSON is back in town after touring since July. Once more handled by C. B. Maddock. . . . CESAR AND MACLOVIA, dance team at the Hollywood, have played in Java, India, Egypt, China and Japan in the past year. . . . THREE IDLERS (Joe, Carl and Tony) are now in their 20th week at the Versailles. . . . NOEL HENRI, monologist and singer, is heard over WARD weekly.

MIACO left the Biltmore, here, to open at the Miami Biltmore next week. . . . LAWRENCE WHITE switched from the Sapphire Room to the Mon Paris at more than double the salary. . . . DESHONG AND DELLAR to represent Ken Later, local booker, on the West Coast. Later has also signed Virginia McNaughton, Eleanor Tennis and Kenneth and Leroy for the new Rogers and Hart show, *Babes in the Woods.*

Unimaginative night-club producers who still think the only way to add spice to a floor show is to undress the girls and let the emsee tell dirty gags should think twice. Nudity isn't the only way to sell the femmes. There are sexy numbers like the can-can dance, form-accenting costumes and so forth. But imagination is needed—and most floor-show producers lost their imagination years ago.

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Chicago:

RAY WENCIL, Myra Harms, Polly Farr, Lynne Jordan, Lucille Brown, Cecile Hanley, Olivia Lynn and Kay Allen opened at the Broadmont Cafe November 18. . . . DAISY HARDY and Bill Ebbit are playing the Log Cabin. . . . PHIL KAYE, Ratliff and Barry and Coleen and Dorothy Blaine opened at the Sportsmen's Club November 17. . . . TRUDYE DAVIDSON, Jessie Reed and the Lewis Sisters have been at the Colony Club for the last 10 weeks. . . . BERNIE GREEN, Larkin Sisters and Deone Gale have been added to the floor show at the 606 Club.

TERRACE ROOM, Morrison Hotel, closed November 15 and will reopen around Christmas as the International Casino. . . . ELLEN KAY, Rita Devere, George Claire and Whitlock Sisters and Dick Hughes opened at the Blue Ribbon Casino, Racine, Wis., booked by the Marr & Clark office. . . . HARRY DUNN, Sereno and Apel and Mary Futyon opened at the Club Caliente, Waukegan, Ill., the same day, as did Al Gault, the Vee Ames Girls, Al Simon and Marie Santon at the Bowery, Milwaukee, and Al Schenck, the Gertrude Avery Girls, Edythe Brown and Patsy Mac at the 26th & North Club, Milwaukee, all booked by the Marr & Clark Chicago office.

GUS VAN will succeed Rex Weber at the Yacht Club November 25. . . . EDDIE HANLEY opened at Harry's New York Cabaret November 23 as emsee, replacing Jack Speaker, who is vacationing after a 14-month run. Speaker returns to the spot December 21. . . . BARONESS TERAH NOAH opened at the same place November 16, as did Millicent and MacDonald and Ross. . . . ADA LEONARD, Tracy, Gale and Leonard, Peggy Moore, Don Enrico, Eileen George, Les Hunt, Una Cooper, Muriel Love and Bankoff and Cannon opened at Colosimo's November 19. . . . VANITY FAIR is now known as the Plantation, housing an all-colored show. . . . THREE BILTMORE BOYS closed their engagement in the cocktail lounge of the Morrison Hotel November 19. . . . CARROLL AND GORMAN will remain at the 885 Club indefinitely. . . . STAN CARTER is at the Parody Club. . . . PAUL FLORENZ GIRLS have been added to the Drake Hotel show. . . . FRAZEE SISTERS opened at the Congress Casino November 21. . . . ABBOTT AND TANNER are booked for the Francis Drake Hotel, San Francisco. . . . MILDRED BAILEY opened at the Blackhawk Cafe November 21. . . . JOEY JACOBSON, of the Chez Paree, is in New York on a talent-scouting trip. He plans a Palm Springs vacation when he returns to Chicago. . . . RUTH CLAIRE is playing at the Old Hickory Inn. . . . COLLEEN (Ruth Hamilton) has returned to the Gay '90s. . . . ARTURO AND EVELYNE returned to the Club Bali Bali November 22 after an experience with a synthetic Russian regulate locations and hours of operat- Lido and LaVon, Hart and Allison, Eve Evon, Chiya, James Ogle, Wally Ross, Jean King and the Rathskeller Quartet opened at Von Thenen's November 19, booked by Hal Lawrence.

There has been a steady trickling of burlesque strippers into night clubs. When playing the so-called class spots, the gals are given a phoney name and introduced as exotic dancers. And in the down-to-earth cafes the gals usually become fan dancers. Any way you call it, it's still stripping.

Not only is the night-club field replacing declining vaudeville, but it is taking on, more and more, the physical appearance of vaude-

(See CLUB CHATTER on page 17)

XMAS GREETINGS

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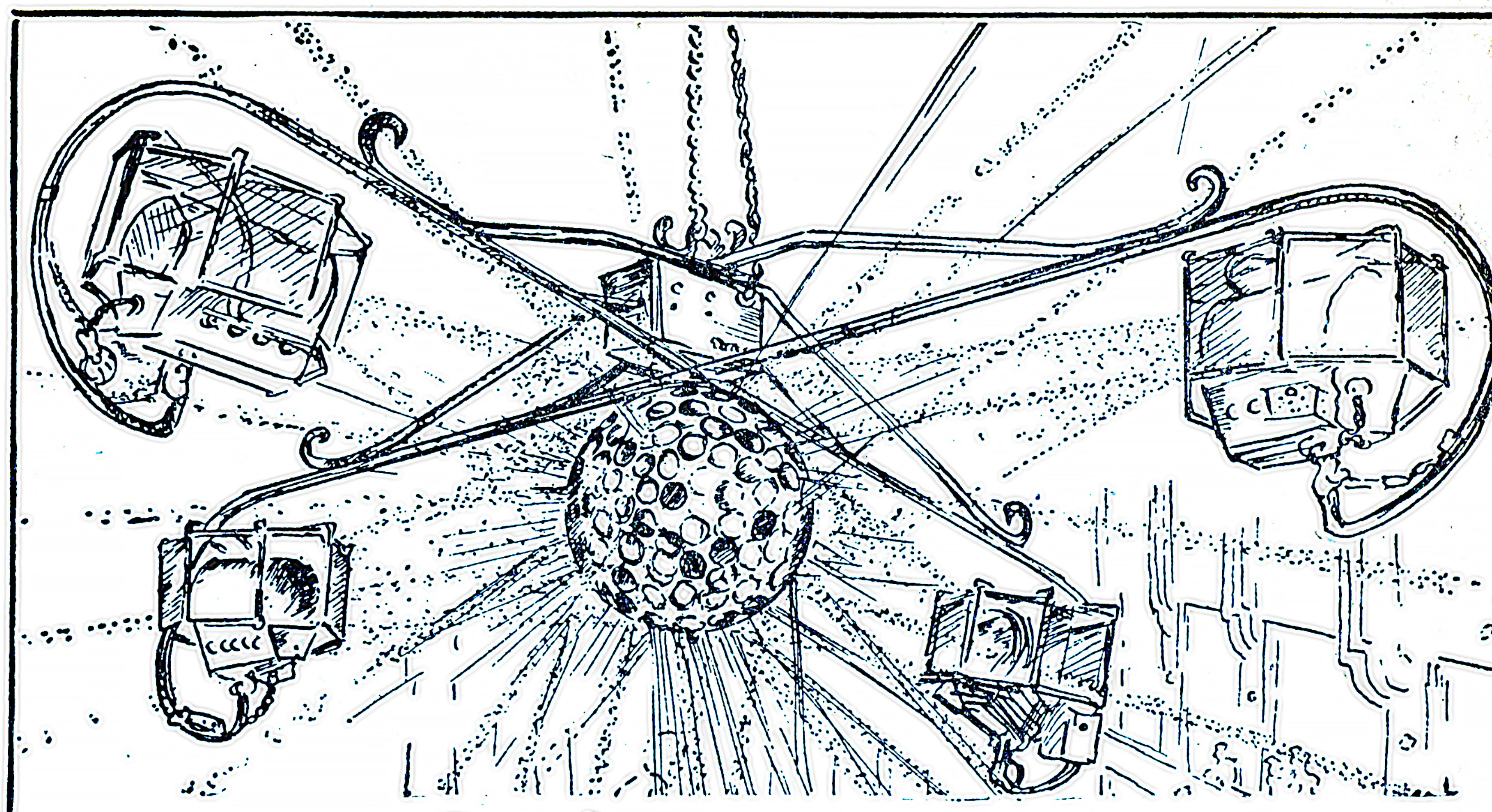

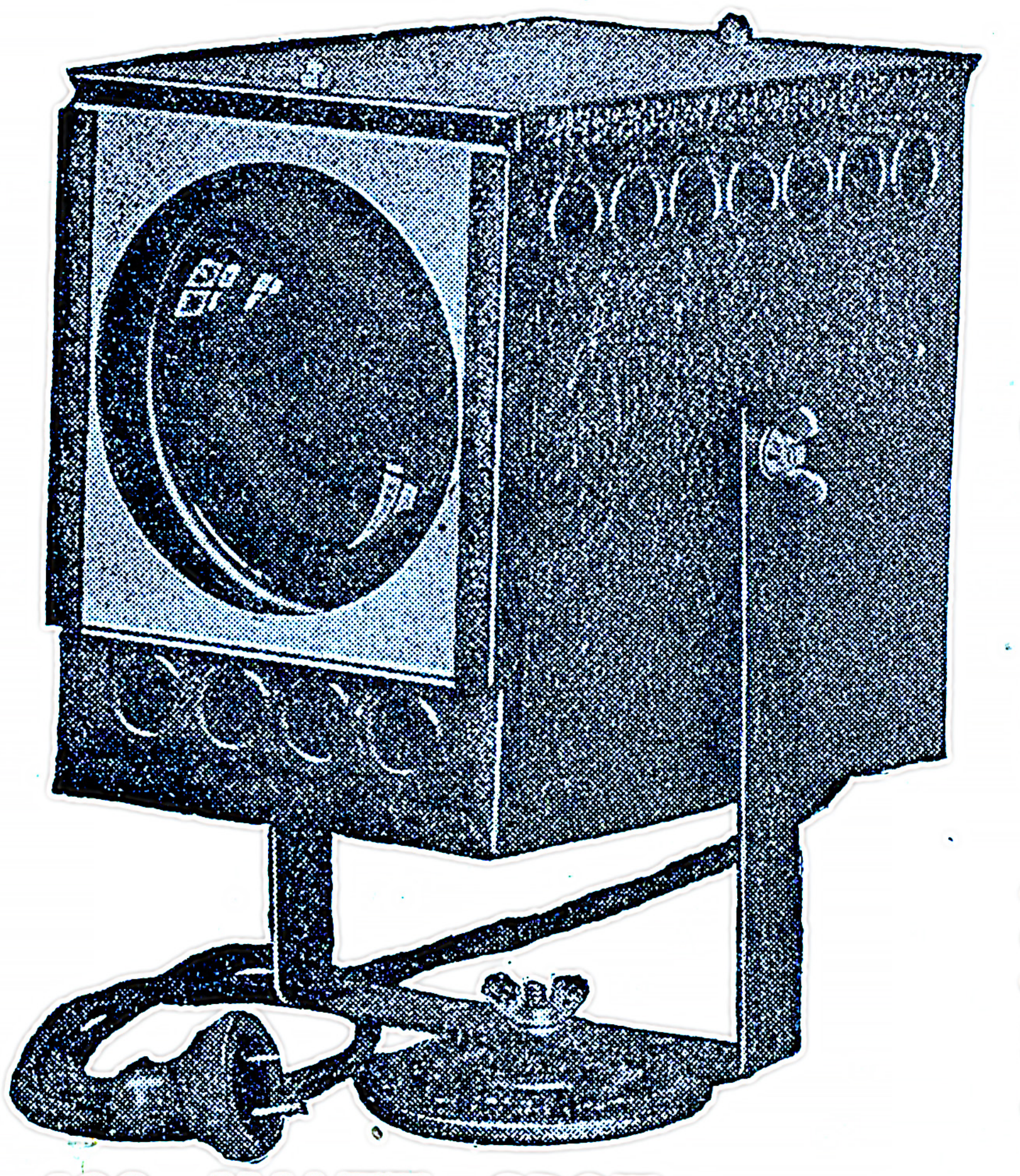

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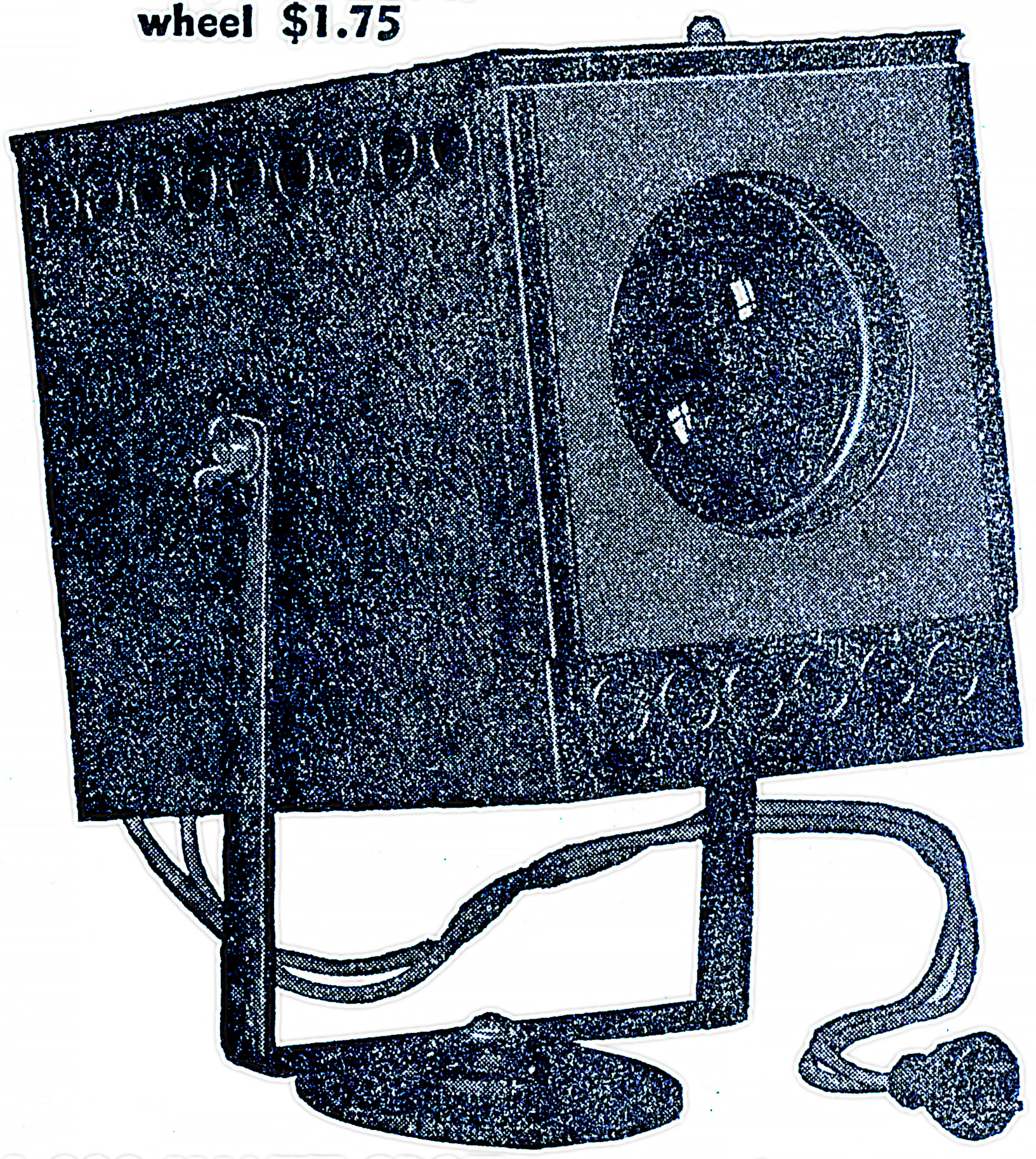

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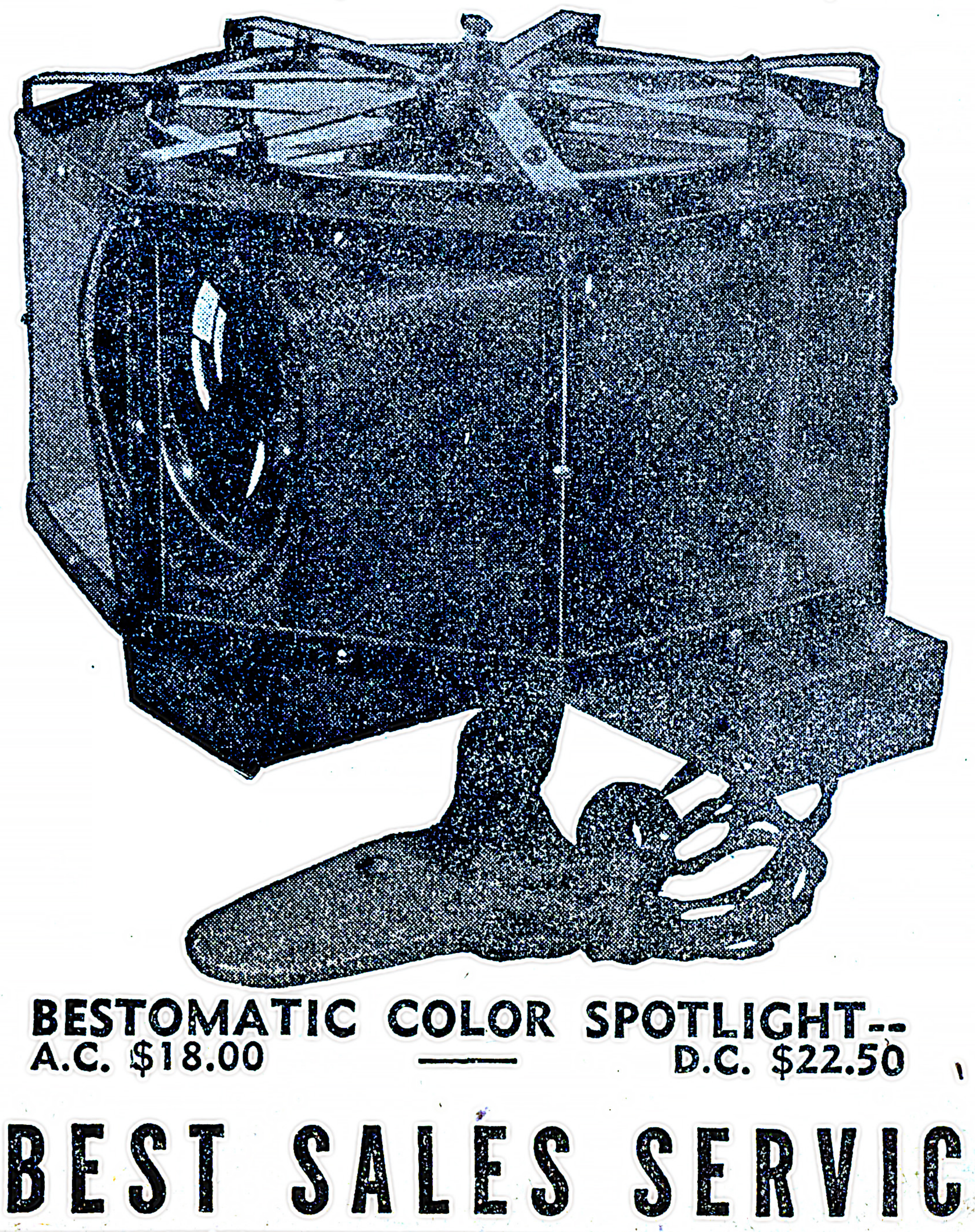

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What's Wrong With Night Club Contracts

By Rudy Vallee

President of the American Federation of Actors

HUBERT PRIOR VALLEE—Rudy Vallee to you—is more than a crooner, band leader, actor and nationally known personality. We present him to you as a serious student of the show business, as president of the American Federation of Actors and as one keenly interested in bettering conditions for performers less fortunate than himself.

A graduate of Yale (1927), he is 35 years old and comes from Irish-French Canadian stock. Born in Maine, he still goes up there for vacations. His hobby is amateur motion picture photography, but his interest in the AFA is threatening to become his main spare-time activity.

A business man as well as a performer (he maintains offices in the Steinway Building, New York), he sees in the AFA a force for bettering night club conditions in particular. Trick contracts are a pet aversion and the article on this page gives one an idea how he feels about them.

THE BILLBOARD'S invitation to give my thoughts on what's wrong with contracts now being issued by night club operators and night club agents is more than welcome.

As a night club performer myself I have had plenty of experience with tricky contracts. But I don't want to write from a personal-experience viewpoint. I am trying to see this situation from the angle of the American Federation of Actors. To put it another way, I want to consider the problem from the viewpoint of the good of the profession as a whole. Bandleaders like myself and other "name" performers don't have to worry too much about reading every single word of our contracts. The big-money fellows usually have a smart manager or a first-rate lawyer (Hymie Bushel, take a bow) around them and don't have to worry about contract details. The manager or attorney usually knows what he wants in the contract and gets it, too. When a "name" is in demand, he can usually win his point when he argues about some pet clause. But let's not worry about the "names" too much. They can take care of themselves. I prefer to devote this article to examining the typical "contracts" being handed out today to the average performer.

RUDY VALLEE

* * *

Our own executive secretary, Ralph Whitehead, has been accumulating an enormous file of "trick contracts," most of which have been involved in lawsuits handled by the AFA's legal department in behalf of members. Whitehead is spreading some of the contracts before me. Let's see what's in them.

Here's a contract issued by a Chicago agency to a brother-and-sister act. This is a typical contract used by the bigger booking offices. Notice that the agency is the agent of the employer (in this case it is a St. Louis hotel) and at the same time the agency is "the party of the third part" and representative of the act. The agency represents both parties of the contract (the hotel and the act) and yet is not itself obligated to either.

Now look at this clause (a typical one): "The act will pay the agent 10 per cent commission for any dates worked in St. Louis during the 12 months after the engagement, whether booked away from the agency or not." In effect, the act is locked out of St. Louis for a year—all for a two-week engagement!

And here's another clause in the same contract: "If the hotel is closed during the engagement, the act will be paid pro rata only for days actually worked." The act is at the mercy of the employer and is just plain out of luck in case the hotel suddenly closes its dining room for alterations, etc. But this isn't all. Whitehead is showing me a letter from the hotel manager in reply to a complaint by the AFA, the manager's letter disclaiming responsibility for cancellation of the act. The manager points out, "Our contract with the ——— Agency covered a one-week engagement. If the ——— Agency gave a two-week contract, it was entirely without authority from us and without our knowledge, and I fail to see where we can be held responsible for the action of an agent representing the entertainment rather than representing us."

Whether the hotel or the agency was wrong in this particular case, the act was cheated out of a week's work despite the "contract."

How can a booking agent represent both the employer and the employee in the same contract? I know that an attorney can't represent both the plaintiff and the defendant in court. This hybrid "booking agent" seems to be worth investigating further. Notice that he claims to represent both the act and the employer and yet manages to weasel his way out of any definite responsibility. The only thing definite is his intention to collect his commission (and that isn't always the customary 10 per cent either).

Not only do some of these booking agents gyp acts, but they also try to tie up the acts in their territory for a long period. One contract prohibits the act playing within the next year in the same city or within a 100-mile area. Employment opportunities are so limited that it is a shame so unreasonably to close up entire territories to acts just for accepting a single engagement.

* * *

Now look at this contract issued by a New York City agency. It has a clause specifying that "in the event of any engagement or employment arising directly or indirectly as a result of the engagement hereinabove specified, the said artist hereby agrees that the ——— Agency shall be further considered as the artist's representative on this new employment and shall be entitled to commissions accruing as hereinabove specified, the artist hereby further agreeing to notify said representatives of any and all times of such re-employment." This clause is cleverly vague and is likely to be a millstone around a performer's neck.

This particular clause gives the agency a chance to hound an act for commissions on all dates booked after the original date. The agency can easily claim that all subsequent bookings were the result of a good showing by the act at the original engagement. The agency can terrorize an act by threatening suit if it isn't given commissions on these later dates.

* * *

Getting on to another angle, we all know, of course, of the famous "act of God" clauses that have been used in theatrical contracts for years and years. Well, perhaps the idea of excusing the employer from responsibility when some "act of God" hit him is a good one, but the idea can be—and is being—abused!

I have before me a Baltimore agency contract containing one of those "act of God" clauses and including "fire, casualty, public authority, strikes or any other cause beyond the manager's control." What I would like to know is why can't the employer insure himself against the casualties mentioned? Then if something happened and the performance was canceled thru no fault of the performer the insurance company would pay the act damages. Why not? Modern insurance makes this age-worn contract clause no longer excusable!

This same contract, incidentally, contains another clause I don't like. It reads: "In the event a previous act is held over by the manager this contract is automatically postponed one week or until the previous act is released." It seems to me that this clause makes the rest of the contract practically worthless. If a contract can be changed at the whim of the manager or because of bungled booking dates, then what good is it? The act may have lined up other bookings which may be lost if this particular booking is postponed. Bookers have long denounced performers as irresponsible. Bookers who try to get away with a contract containing the aforementioned clause are irresponsible, too.

Referring to this same contract, I discover another clause worth denouncing. It provides that the act must appear at any other cafe or theater or place of performance controlled by the night club operator. If it doesn't the employer may "terminate the contract." In other words, if the night club is a part of a chain then the act must play all other spots without extra pay. And they say a contract must be "equitable" in the eyes of the law!

* * *

A certain New York City agency issues a contract (they *call* it a contract) which contains this brazen clause: "It is also agreed that this contract is subject to revocation and cancellation by the booker and for the management on a compensation pro-rata basis of shows performed." In other words, the booker may cancel without rhyme, reason or responsibility. Then what good is the rest of the contract? The performer doesn't know whether he will play out the engagement or play a single show. Isn't this alleged contract really a subterfuge for an audition?

There are certain pet clauses in night club contracts (as in vaudeville contracts) which specify the act must perform as per policy of the house. What is the policy of the house? Isn't it whatever the owner chooses it to be? Can't the owner add as many shows as he wishes and claim they are "policy of the house"? Isn't it very inconvenient for a performer or a band to prove a certain show was not part of the "policy of the house"? Why shouldn't a contract specify a definite number of performances during the engagement? The fact that the number of performances is left out in favor of a vague "policy of the house" clause is proof enough that the employer and his agent prefer to be free to add extra shows if necessary.

* * *

Now we come to another angle. To me a contract means an equitable agreement in which both sides promise to deliver certain things—the act delivers the performance and the employer the salary. However, thru my contact with the AFA's work in the night club field I

(See WHAT'S WRONG on page 20)

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Orchestra Notes

NAT BRANDYWYNNE expects an heir some time this spring.

ALEXANDER BUNCHUK at the Sherry-Netherlands, New York, gets an NBC wire very soon.

LOUIS BETANCOURT'S rhumba band alternates with Johnny Hauser at the Brass Rail, New York.

If we are able to believe the WOR press department, Clark Yocum, vocalist with the Mal Hallett Band, is so popular with the ladies that he "averages two proposals a day."

CHARLIE BOULANGER and his band aired by WHN, New York, semi-weekly.

JACK HAMPTON band returned to the Palace Gardens, Lansing, Mich., November 23.

YASCHA BUNCHUNK is rehearsing for his new air show, which will offer a new type of music described as "swing symphony," and will guest-star singers and instrumentalists from concert and opera.

Second and third-rate bands playing small-town dance dates, with a name leader appearing for a half hour, are doing much to undermine the ballroom business. Patrons are getting wise to this sort of thing and are now staying away from certain ballrooms in surprising numbers.

INA RAY HUTTON has been honored by the Walgreen chain stores with a Blonde Bombshell sundae.

LUCKY MILLINDER and Teddy Wilson have written a new theme song for Ethel Waters. Millinder opened at the Savoy ballroom in Harlem November 15.

Tommy TOMPKINS is the father of a boy, Bobby.

LARRY FUNK succeeds Duke Ellington at the Chez Maurice, Dallas.

IRVING MILLS has placed Dick Diamond in charge of the Exclusive Music office in Hollywood.

JACQUES RENARD, heard on the Eddie Cantor network, has been signed by Phil Jacks, of Consolidated Radio Artists, Inc., in Hollywood, for a one-night tour.

BLUE BARRON and ork, signed by Stanford Zuker, CRA's Cleveland manager, is heard nightly over WTAM, Cleveland, and NBC network.

FLETCHER HENDERSON is making a Coast-to-Coast tour for CRA.

RAY PEARL'S band broadcasts over WTAM from the Trianon Ballroom, Cleveland, under auspices of Consolidated Radio Artists, Inc.

PAULEENE PAIGE and her Golden Gate Girls opened November 20 at the Little Ritz Cafe, Center Square, Pa., for a ten weeks' engagement.

BUS WIDMER and ork opened an eight weeks' stay at the Ben Lomond Hotel, Ogden, Utah, November 14. Band will be aired regularly over KLO.

A Thanksgiving Day novelty has been arranged by Nat Brandwynne's Band at the Essex House, New York. Offering a medley of pops whose titles include the word "thank." Ditties include "Thanks a Million," "Thank You for a Lovely Evening," "Thanks Again" and "Thank Your Father, Thank Your Mother."

CHARLIE FULCHER and band enjoying good engagements in Georgia and near-by States.

CAB CALLOWAY refuses to go with the Cotton Club show from New York to play in London without taking his own band along. Labor permit trouble makes his sailing dubious. English theater asks him to lead white band.

JIMMY LUNCEFORD, accompanied by his manager, Harold F. Oxley, makes his first European appearance in Oslo, Norway, week of February 4, and plays Stockholm, Sweden, week of the 11th. First American Negro orchestra to play these countries intact.

PAUL PENDARVIS is leaving the Chatterbox, Pittsburgh, December 10, to fill a flock of one-night standers. Was screen-tested by Warners recently.

DAVE BROUDY opened for Florence Simpson at the Oliver Building restaurant, Pittsburgh.

JEAN WALD and her all-girl band, formerly at the Union Grill, Pittsburgh, will move into the Commodore, that city.

EMMET LIPPOLD and his ork have moved to Mary Homer's Tavern, Pittsburgh.

HAL KEMP and Wayne Kng have been booked for week-stands into the Stanley Theater, Pittsburgh.

BILL STRICKLAND has started his fourth year of stick-waving at the Lotus, Washington.

Tokyo cops recently closed taxi dance halls for from five to 10 days as a "disciplinary measure." Whether in Japan or in this country, dance halls have always been a headache for public authorities. It's too bad, for dance halls provide so much work for musicians. There should be a national ballroom association capable of enforcing proper standards.

CHARLIE JEWELL is bossing a swing outfit at Stone Villa near Alexandria, Va.

PHIL BARRETT and his boys are giving out for Casa Grande, rural nitery on the Baltimore pike at Berwyn, Md.

RUSS CULLEN, formerly with his own band on the air, is puffing sax for

CLUB CHATTER—

(Continued from page 15)

ville. Quite a few hotel and night club spots now use elevated platforms or even stages and curtains. And a great many shows include novelty turns, the acts coming out in conventional variety style. About the only difference is that now the customers wait impatiently for their soup, while in vaude, waited impatiently for the feature picture.

Los Angeles:

MARY MARTIN, who just closed at the Roosevelt Hotel, has been screen tested for singing parts. . . . DARLENE TAYLOR, checkroom girl at the Trocadero, gets a picture break in *A Star Is Born*. . . . RAY KINNEY, vacationing from the Royal Hawaiian Hotel, Honolulu, is at the Seven Seas, Hollywood, for two weeks. Following this he is slated for some MGM shorts. . . . REDD HARPER, singer at the Biltmore Bowl, is being tested for a Paramount musical. . . . BILLY AND BEVERLY BEMIS will be held an additional four weeks at the Biltmore Bowl, terminating December 1. Then to San Francisco. . . . WILLIAM HOFFMAN and Charles Bourne have opened a piano engagement at the Roosevelt. Hoffman is former accompanist to Rubinoff.

In their usual effort to sell their shows to night club owners, certain agents are going around and emphasizing the angle that their girls will earn twice their salary by mixing. Of course, the girls "earn" the extra dough, but the club gets it.

Pittsburgh:

DICK AND EDITH BARSTOW have left the Chatterbox and were replaced

(See CLUB CHATTER on page 25)

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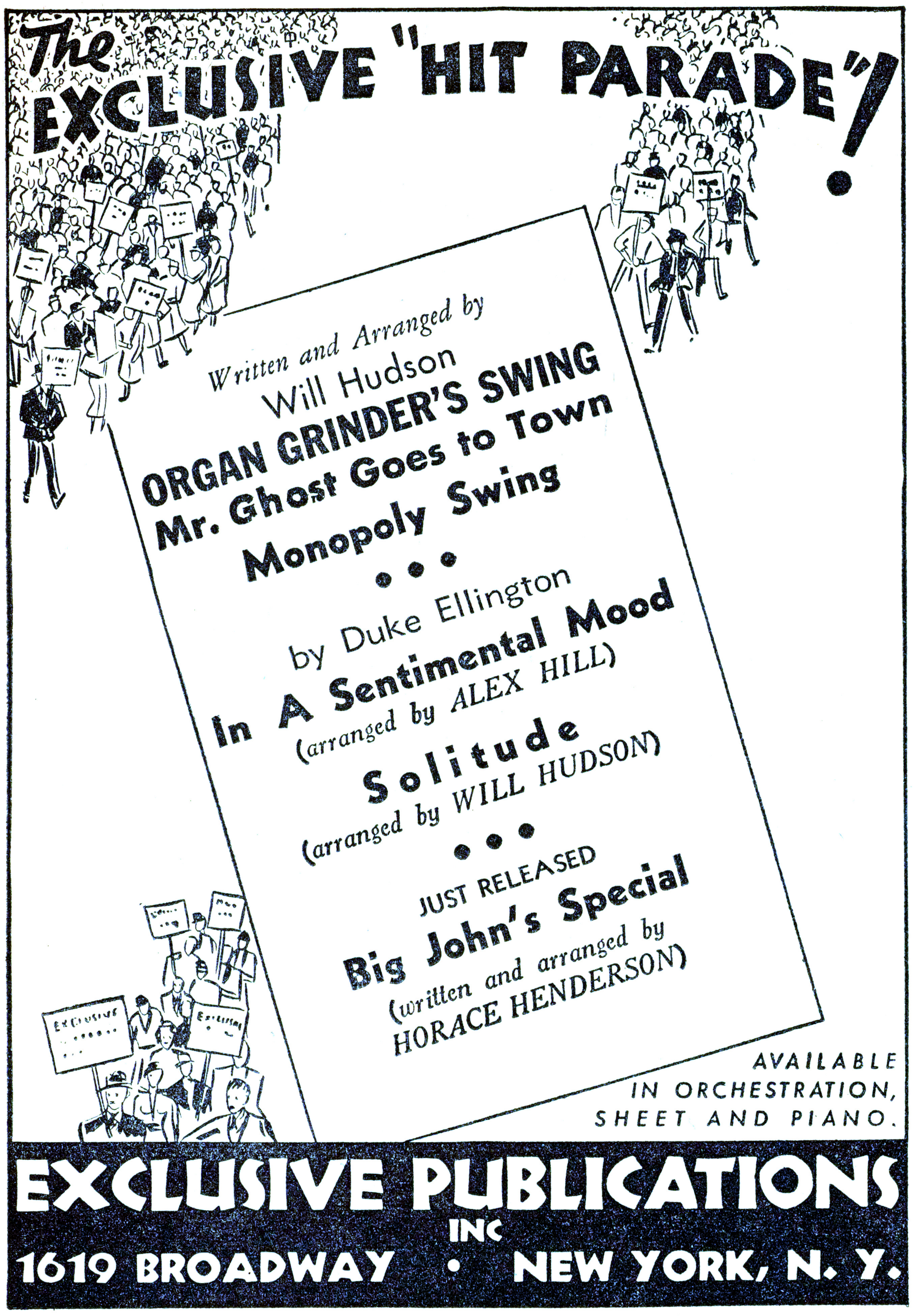
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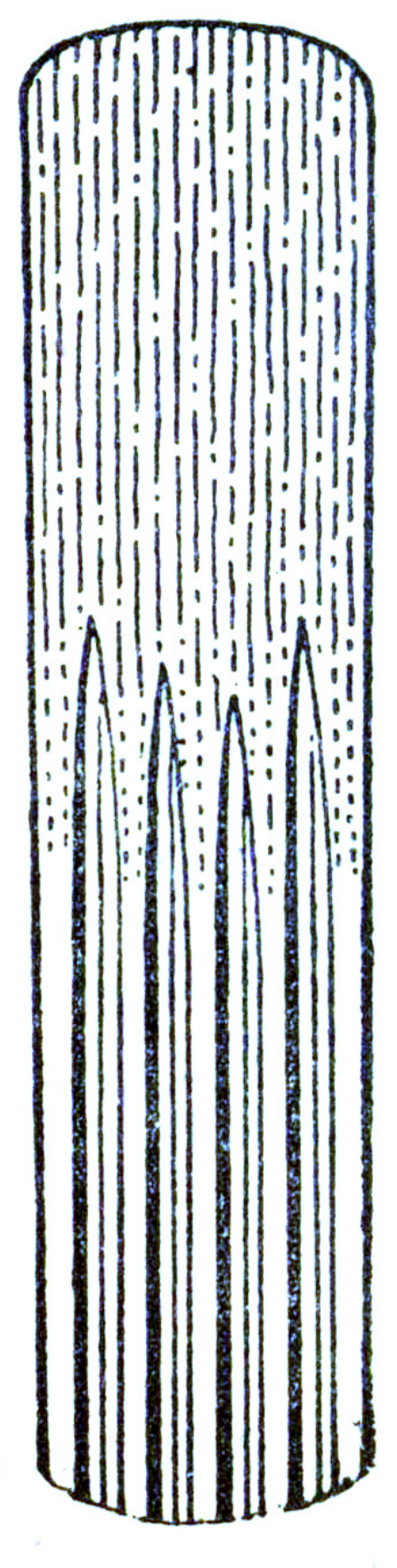
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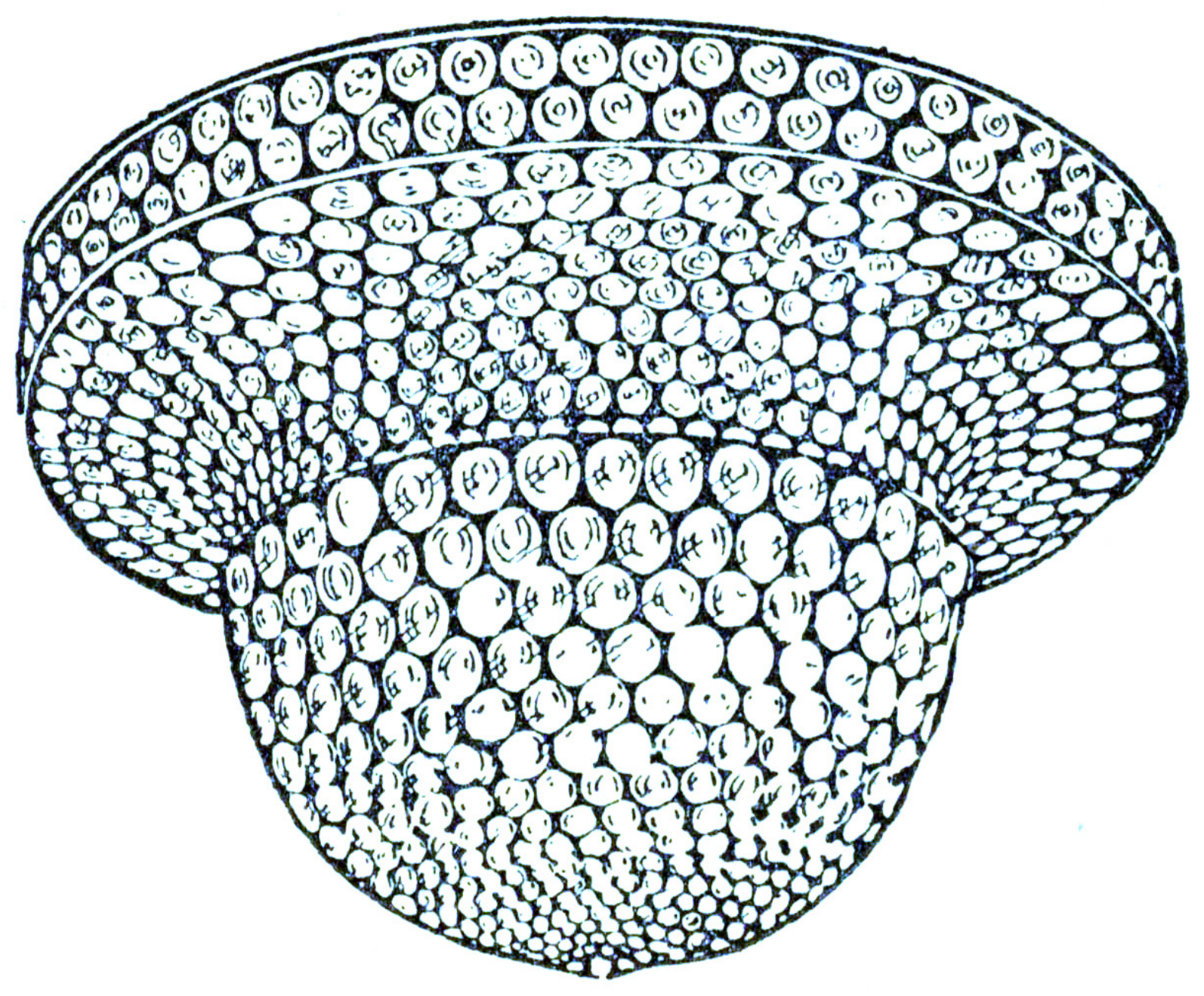
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Johnny Shaw at the Madrillon, Washington.

PAUL TREMAINE is in as permanent ork leader at the Cocoanut Grove, Washington spot, guiding an all-local gang which replaces the Eric Correa outfit. Latter combo booked to Floridian Hotel, Tampa, late December.

JOE FRASETTO, at the Hotel Philadelphian, joins the WIP dance parade.

BROWN DERBY, in Merchantville, N. J., unshutters as the Penn-Villa, with Joe Kraft and his ork doing the honors.

SHERRY LYNN and her Melody Maids doing the school proms at Riverside, N. J.

FALL OPENING of Streets of Paris, Philadelphia, has Ches Bittner on tap.

MAKING A GRAB for dance remotes, WFIL, Philadelphia, airs Milton Kellem from the Anchorage Inn and Hal Kemp from the Arcadia International House.

JOE SANDERS' Night Hawks go into the Hotel Claridge, Memphis, for three weeks beginning the 27th.

LEONARD KELLER'S Orchestra, now appearing at the Peabody Hotel, Memphis.

HERBIE HOLMES and his band now appearing at the Club Casino, Greenville, Miss.

BARRY WOOD (Louis Rapp) is preparing his band for radio, using a new and different rhythm style, "Mellow Melody."

DANNY NIRELLA and orchestra have been engaged by the Musicians' Club, Pittsburgh, for an indefinite engagement.

A certain band leader, whose sudden rise apparently went to his head, was canceled recently in New York. And one of the big complaints of the management was that he wouldn't pay much attention to the band's playing for the floor show. A floor show is an integral part of a night club, and we can't blame proprietors for demanding that even name bands play the accompaniment well.

MARGE RIVERS, bass viol player in Ina Ray Hutton's Orchestra, has filed suit against the Eastern Michigan Motorbusses in Federal Court, Detroit, for $100,000 damages. Claims permanent injuries sustained when a chartered bus, in which orchestra members were riding from Flint to Detroit, May 24 last, overturned 10 miles south of Flint. She was only member of the troupe seriously injured.

MORREY BRENNAN, well known band leader, Detroit, is now playing the spot which he opened in 1929, the Graystone. Brennan, who plays the bass horn and fiddle, weighs 350 pounds and is 6 feet 6 inches tall.

LEON BELASCO is furnishing the music at the New Book Casino, Book-Cadillac Hotel, Detroit.

DAVE BURNSIDE and orchestra open at the Savarin Cafe, Buffalo, December 5 after completing a two weeks' engagement at Tantilla Gardens, Richmond, Va. Vocalists: Lucille Doran, Billy Munday and Grady (Moon) Mullins.

CARL SCHREIBER and orchestra open at the Pershing Ballroom, Chicago, November 24.

KING'S JESTERS and their Singing Queen, Marjorie Whitney. return to the scene of their last Chicago success when they open at the Bismarck Hotel November 27.

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Music News in New York City

Further changes have been made in the personnel of the Roy Music Company. Ben Barton has retired to devote more time promoting the interests of his young daughter, now on the air. Marvin Lee has been made the head of the Chicago branch, with Ben Morrison taking care of the Hollywood office and popular Nat Margo still local professional manager. He reports that the house's No. 1 song, *Rusty Hinge*, is already on the way into the hit column.

Among recent visitors here is Charles Hansen, California representative of Jack Mills. He has arranged to remain hereabouts until the first of the year. Is a brother to Bill Hansen, of the Three Sachs, radio trio. While in the East Hansen will complete some important contacts he has been working on.

J. Fred Coots and his writing partner, Benny Davis, have been booked for Dorchester House, London, opening some time in January. The pair will sail December 27. In addition to this engagement they expect to appear in a revue for which they may supply the score.

Sam Pokrass, who has contributed music to the *Ziegfeld Follies* and other big shows, will furnish tunes for the new Ritz Brothers' film, *On the Avenue*. Ed Cherkose will supply the lyrics.

Rights to publish the songs used in the forthcoming Princeton University Triangle show have been acquired by Words and Music, Inc., according to George Piantadosi, general manager of the firm. The affair will take place at Princeton, N. J., December 11. Piantadosi says that he has taken over from Chappell *Another Mile* and *You're Like a Toy Balloon*, both featured in Billy Rose's *Casa Manana* production.

Publishers are still on the watch for numbers in which copyrights have run out and to which there are no claimants. Several firms have employees assigned to unearth very old numbers which more or less have become public property. Idea is to revise the melody and add new lyrics. One local concern found the procedure unusually profitable some seasons back by taking three or four outstanding bars from old popular hits and merging them into one ditty, which turned out to be a hit and a smash best seller.

Clarence Williams, who wrote *Chizzlin' Sam*, has received a letter of praise from Eddie Dowling, chairman of the entertainment committee of the National Democratic headquarters in New York. Williams introduced the number at a beefsteak dinner promoted by Jim Farley at the Biltmore Hotel a few days before the recent election, with President Roosevelt as one of the guests. Williams was assisted by his clever protege, William Cooley, and Charles Ford, prominent arranger.

Crawford Music Company has taken over Paul Martell's newest, *Arcadia Swing*.

Moonlight and Shadows, newest opus penned by Frank Capano and Maurrie Merl, turned over to Melo Art Music Company, Philadelphia.

Sheet-Music Leaders

(Week Ending November 21)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. The Way You Look Tonight (1)
2. I'll Sing You a Thousand Love Songs (3)
3. When Did You Leave Heaven? (2)
4. In the Chapel in the Moonlight (8)
5. South Sea Island Magic (4)
6. Pennies From Heaven (11)
7. Did You Mean It? (6)
8. A Fine Romance (5)
9. Midnight Blue
10. You Turned the Tables on Me (10)
11. Organ Grinder's Swing (9)
12. Me and the Moon (7)
13. Who Loves You? (13)
14. Talking Thru My Heart
15. Close to Me (12)

PHONOGRAPH RECORD best sellers will be found on page 134.

New Bands in Philly

PHILADELPHIA, Nov. 21.—With Isham Jones dropping out, Woody Herman's plans to keep the Jones combo intact are scratched, Eddie Stone taking over the local Del Regis Band to tour under MCA sponsorship. It had been reported that Stone would draft the Jones men into a new band headed by himself.

Another new band leader is Jack Curtis, vocalist with Earl Moyer at the Cathay Tea Gardens. Does a bit of warbling over WIP and the Intercity net.

Not Another Knock-Knock?

PHILADELPHIA, Nov. 21.—Carlotta Dale, canary with Jan Savitt's Top-Hatters, has taken up the latest nonsense wheeze of dizzy answers. To the question "How's business?" Miss Dale, with Benny Mosicant and Tommy Gindhart on the assist, penned the ditty *I'm in the Business*, carrying on where the *Knock, Knock* tune left off.

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Love Letters From a Musician

By Oro

The Billboard's Observer on Philly's Swing Front

Monday.

Dear Koffee-Nerves:

So you're slappin' the bull again. I still don't know how you ever got the doghouse back from Uncle Three Balls. How're you doing now — eatin' three squares or still jobbin' round? If you wasn't such a kluck you could of joined up with me. But I reckon you're still sold on those cutthroats that muzzle around at the madhouse. So the next time you stir the java you can tell those screws that ole Jittery Joe is right down in the groove now ridin' the licorice stick with riffs and licks that's making the rocking-chair brigade hold hands with the goops.

We're going to finish the year out on the kerosene circuits and then go on location. Maybe the office will spot us with a wire. And won't the madhouse mob burn when they hear me ridin' the waves on a coaster. That's not all. As soon as the wand waver combs out a couple of these long-hair guys in the ork, don't be surprised to hear that Hank Herman's Hoosier Hottentots are waxing the stove lids.

Doing a brawl for some snooty country club down in the Carolinas this Sabbath. And maybe those corn guzzlers won't go for our hot canary. I can press flowers for her myself. Will scrib you again after I sober from the binge. And in the meantime don't take too many beer-and-pretzel jobs. Remember your nerves. Love and kisses,

JITTERY JOE.

Tuesday.

Dear Koffee-Nerves:

Got a postal from Booze Bottle Benny. If he thinks I'm tickled about beating the cold spell on the Main Stem he's sure got a buzz in the bean. The heat is haunting me, Koffee, but it ain't only sock choruses. It's no joke ridin' round the country in these Model T bed pans. Maybe traveling does broaden you, but these long jumps are only making me stiff in the joints.

Forgot to tell you that we ditched the monkey suits for undertaker outfits this week. Doing five a day at the Electric Emporium, and maybe I'll be able to give the pedal extremities the tacit.

Got only titters from the pewholders on opening. You have to press the barrel house to make the cat swing, and the mice-tro is giving them nothing but schmaltz. We sure don't make much money, but we sure done have some fun. When Hank played the de luxer last year the yokels swarmed the front as soon as the pix faded. And just when he goes into the fanfare they pull out newspapers and start reading.

Hank was all set to return the dose. As soon as the sheets split we picked up *The Tageblatt* from the stands and read the weather report. But you can't best this burg. Somebody tipped and as soon as our act was over they set off alarm clocks and clanked on the cowbells. The Swiss bell ringer on the bill had nothing on those gawky gongers.

Laying off a couple of days next week, so keep one orbit open for the mailman.

Love and kisses,

JITTERY JOE.

Wednesday.

Dear Koffee-Nerves:

That story in *Hot Notes* about the heat between the canary and me is all batty with bull. Strictly a space gag by some mugg. Out front the twerp is an opener for the optics. But when it comes to raisin' a family she ain't such a much. Could find me a schmaltzier heifer in a tab choir. Besides, she's really sugary on one of the plumbers and trying to put the horns on me to get his goat. You know me, Koffee, it's nutz on the slob slop. My career comes first. It's love 'em and leave 'em when ole Jittery starts mixing the genders.

The Universal Slanguage

SUPPOSE Benny Goodman, that standpatter for swing, and Toscanini, that stalwart for symphony, were commissioned to edit the musicians' "Who's Who." The index would give this hangover:

Picked by wand waver, stick, front Goodman	Plucked by conductor, leader, maestro Toscanini
scratch box, cigar box, cheese box	violin
git box, nigger fiddle	guitar
black and whites, pedal presser ivory thumper	piano
nanny goats, wheezes	saxophones
fountain pen	bass saxophone
grunt pipe	tuba
doghouse, bull fiddle, hat rack	string bass
suitcase	drums
woodpile, spareribs	xylophone
licorice stick, pitched meerschaum, black stick	clarinet
waffle horn, bugle, satchel mouth, satchmo, little Gate, little T	trumpet
slip horn, slide, big Gate, big T	trombone
heavy artillery, plumbing	brass section
solid man	rhythm section
squeeze box	accordion
long hair, salon guy	concert musician
croaker	male singer
canary	female singer

The stick tells us that it's in the bag to press a couple of hot platters. He let the squeeze box go and took on another waffle horn. And is he the money even if he does muff the mogels. For a satchmo he's got balloons in the bags and leather on the uppers. We were out in the woodshed working on some specials and you should have heard him whip the artillery together on cutting the machine-gun stuff. Front promised to keep the plumbing out of the hats and maybe I won't be able to take off and ride now.

Good thing we're not going to groove any schmaltzers. Cutting a brand-new one, and wait'll you see how the jitterbugs jump when the phoney-graf starts unwinding our *Ootsie, Tootsie, Won't You Be My Wootsie Blues?*

Love and kisses,

JITTERY JOE.

Thursday.

Dear Koffee-Nerves:

Lots of horn tooters round this neck of the woods, but most of them are ear guys. Shoemakers strictly from hunger. They put in plenty of time jamming. But the way those McGinteys let the corn fly, it's like jazz from a cracked record. Just because those long underwears go wah-wah they think they're swinging when they've been yodeling off key since Hector was a pup.

No danger of the trees running after the dogs today. Had a bit of that California sunshine. Rained all day, so we decided to give those corn huskers a treat with a barrel house of our own. Had them gaping like the Boulder Dam as soon as we hit into an indigo dirge. The stuff was all up to snuff. And was it mellow! The hot sauce was all whipped up. Dopey Davey scratched the cheese box, Big Gate slipped the slide and Family Haircut plinked the plunks on the old git box. For the solid stuff Moldy Max pressed the pedals for some flat chords and Two-Ton Tommy whammed away on the suitcases. No salon swinging on that clambrake. Even the stick couldn't believe his own airplane propellers and joined in for a roundhouse on the woodpile. He can really beat a mean board of spareribs after a swig of corn. And with all that sizzle I gave them plenty of screwy licks on the pitched meerschaum to keep their lappers lolling. Sho' did swing it, 'n' how!

Caught up with Dirty Gerty last week and she pipes to the guys that you're hitting low. Boy, when you start putting cream in the steaming java I just know something's up. What's the matter, Koffee, did you fall in love or ain't you sober yet?

Love and kisses,

JITTERY JOE.

Friday.

Dear Koffee-Nerves:

Told the front how you manhandle the doghouse and I think he'll take you on. Our man saws a legit hatrack and doubles the fountain pen, but he's an awful prima donna. Personally I think he's got beetles in the bonnet. You know we can't make it with a drizzle puss like that in the ork. I'll talk to the stick again and let you know. Besides, we can use someone who can croak. Your pipes would go nice with the canary.

Well, Koffee, ole kid, keep your nerves steady and maybe you'll be able to find out. Been below the Mason and Dixon since I left the Jewish Alps and I still don't know if it's true what they say about Dixie. Love and kisses,

JITTERY JOE.

SATURDAY.

R XP 33 11 NL PAID xu
PARCHESE SOUTH CAROLINA
24 11 27A

KOFFEE NERVES
c/o PINKEYS POOL PARLOR
SADPUSS OHIO

JOIN US MONDAY AT THE HURDY GURDY HOUSE IN BLINKERSVILLE KENTUCKY STOP FRONT WONT STAND FOR WEEDS OR BITTER SNORTING ON THE JOB SO BE PREPARED TO KEEP YOUR NOSE CLEAN STOP BRING DOWN YOUR GRUNT PIPE FOR A FLASH AND DONT FORGET TO TAKE ALONG AN EXTRA PAIR OF SOCKS STOP LOVE AND KISSES

JITTERY JOE

WHAT'S WRONG——

(Continued from page 16)

discover that hundreds of small agencies issue scraps of paper to acts and have the effrontery to call them contracts.

These scraps of paper are nothing more than memoranda on which are scribbled (usually in illegible pencil) the name of the act and of the cafe, how to get there and the salary. In some instances the salary is not even included, the agent explaining it would be better for all parties concerned if the small salary were not known. This sort of paper is not a contract. I agree with Whitehead when he insists these "memo slips" would never be recognized in a court. Of course we all know that "intention" is important in law—but a $20-a-week performer would not have the money, the time or the nerv to sue a cafe or an agent with only scrap of paper as proof.

In several cases which the AFA prosecuted for members night club owners have insisted they never authorized the booking. The owners could rightfully declare they never signed a contract and then put all the blame on the agent. Most of these hole-in-the-wall agents have not got enough money or property on which to collect a judgment. Not only that, but performers are notoriously afraid to fight agents, feeling that all other agents will boycott them.

* * *

I could go on examining contract forms here in the AFA office indefinitely. But I think we've considered enough to prove my point—that most (not all, of course) contracts issued by night clubs and agents are unfair to the performer. They are unfair because they are not two-sided. They are strictly one-sided—the employer's side. They do not provide normal protection for the weakest party of the contract—the performer. They make it difficult for performers to lay out consistent bookings. They make it almost impossible for performers to work with peace of mind. They embitter performers to the point where they become cynical and begin to jump contracts, too. They compel performers to work in an atmosphere of mistrust, polluting the sources of talent and impairing artistry. The whole situation tends to make our business a petty racket full of chiseling, conniving and double dealing. Despite all this performers are expected to go out on the night club floor and conquer audiences with their warmth, skill and personality!

Tower of Babel

IT'S a bout of musical terms. In this corner we have Stuff Smith a-muggin' a swing session, while Leopold Stokowski revives the brogue of Brahms. Score reads nothing to zero in the last half of Beethoven's Fifth, and the next symphony is on the house:

Delivered to the West 52d street slobs	Returned to the Park avenue snobs
indigo dirge	adagio
Boston	andante
go to church	largo
jam	forte
schmaltz, sugary	dolce
ride, take off, get off, get hot, go to town, get in the groove	ad lib
woodshed	rehearsal
cut a brand-new one	premiere performance
jig time, bounce	scherzo
swing it, sock it, stomp	con brio
in the hat	mute
barrelhouse, roadhouse, clambrake, Dixieland, Chicago	capricciosa
riffs	arpeggio
licks	cadenza
machine gun	staccato
on the cob, corny, cornfed, Dixie, long underwear, jazzy	old-fashioned (Bach, Chopin, etc.)

* * *

Aren't we asking too much?

Of course, you might ask me, "What are you going to do about it?"

If I were to answer you as a performer I would confess I could not reform show business. But if I am to answer you as a performer who is also president of the American Federation of Actors I then tell you, "We can do plenty!"

The AFA can't perform miracles, but it can pursue a straight and steady course, aiming toward eliminating, one by one, the many evils that confuse and distort the booking of talent. We have established a free legal service for members in good standing. These members may submit contracts before accepting them. If there is trouble after signing the contract then we handle the case without charge. We issue our own AFA standard contract form. Many acts carry these forms with them and ask agents to use them. In key cities, such as Detroit and Milwaukee, where the AFA has "closed shop agreements," the agencies acknowledge our standard contract and often use it.

Then, of course, we have our propaganda media, such as *The AFA Reporter*, circular letters, bulletin board and mass meetings, thru which we instruct performers as to the whys and wherefores of contracts. We don't expect to make attorneys out of them—but we hope to make them more intelligent in their dealings with employers and agents.

If only more night club owners and agencies were to see the light and give us a hand in the work we are doing I think we could improve the night club business to the point where performers will give better performances, agents will collect bigger commissions because of bigger salaries and night club owners will make more money because of better performances.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc.
Abbott, Joan (Hollywood) NYC, nc.
Ace, Red (Club Lido) Youngstown, O., nc.
Adair & Richards (Royale Frolics) Chi, nc.
Adams, Crawford & Paulette (Park Central) NYC, h.
Adrian, Iris (Hollywood) NYC, re.
Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn.
Albee Sisters (Ambassador) St. Louis 23-26, t.
Alexander, Peggy (Wivel's) NYC, re.
Allen, Jean (Swanee Club) NYC, nc.
Alpert, Mickey (Philadelphian) Phila, h.
Andersons, Three (Adelphia) Phila, h.
Andre, Pierre (Congress) Chi, h.
Andrews, Avis (Cotton Club) NYC, cb.
Andrew Sisters (Clover) NYC, nc.
Andrews, Joan (Piccadilly) NYC, h.
Annelise, Mille (French Casino) NYC, nc.
Apollon, Dave, & Co. (Shubert) Cincinnati 23-26, t.
Ardelty, Elly (French Casino) NYC, nc.
Arden, Dell (Park Central) NYC, h.
Arden, Donn (Chez Ami) Buffalo, nc.
Armstrong, Maxie (Black Cat) NYC, nc.
Arturo & Evelyne (Club Bali Bali) Chi, nc.
Ashe, Muriel (Kenmore) Albany, N. Y., h.
Austin, Marie (Embassy) Phila, nc.
Avalon Troupe: Albany, N. Y.; (Shrine Circus) Syracuse 30-Dec. 5.
Avner, Bill (Place Elegante) NYC, nc.

B

Bahama Dancers (Cotton Club) NYC, h.
Baines, Pearl (Kit Kat Club) NYC, nc.
Baker, Babe (Howdy Club) NYC, nc.
Balassi & Skaren (Broadway Hofbrau) NYC, nc.
Baldwin & Bristol (Pal.) Huntington, W. Va., 23-28, t.
Banks, Sadie (Old Roumanian) NYC, re.
Barnes & Steger (Colony Club) Chi, nc.
Barocas & Bianca (Times Square Club) Rochester, N. Y., nc.
Barra, Cappa, Ensemble (Earle) Washington, D. C., 23-26, t.
Barrett, Sheila (Drake) Chi, h.
Barry & Beatrice (French Casino) NYC, nc.
Bass, Martin (Place Elegante) NYC, nc.
Bartholemy, Lillian (Michigan) Detroit 20-27, t.
Barto & Mann (Chez Paree) Chi, nc.
Basino, Mario (Place Elegante) NYC, nc.
Baxter, Marylin (Weismantal's Show Boat) NYC, nc.
Beehee & Rubyiatt (Riverside) Milwaukee, t.
Behim, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Penn. A. C. Club) Phila.
Bell, Harvey (Blossom Heath) Shreveport, La., nc.
Bell's Hawaiian Follies (Union) New Philadelphia, O., 25-26; (Colonial) Dayton 27-Dec. 3; (Auditorium) Newark 4-5, t.
Belmont Bros. (San Diego Club) Detroit.
Belmore, Barbara (Royal Frolics) Chi, nc.
Bennett, Eddie (Place Elegante) NYC, nc.
Beno, Ben (Fair) Moultrie, Ga., 23-28.
Berry, Bob (Edison) NYC, h.
Bergen, Edgar (Radio City Rainbow Room) NYC, nc.
Bergen, Edgar (Roxy) NYC 23-26, t.
Bernard Bros. & Duval Sisters (State) NYC 23-26, t.
Bernard, Lil (Club Alabam') Chi, nc.
Bernard, Phil (Orph.) Lincoln, Neb., 26-29, t.
Berry, Bob (Edison) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Beuville & Tova (Congress Hotel) Chi, h.
Biroeva, Mdle. (Nini) NYC, nc.
Blake, Barbara (St. Moritz) NYC, h.
Blakely, Bidda (Astor) NYC, h.
Blakely, Milton (Lookout House) Covington, Ky., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Jerry (18 Club) NYC, nc.
Blane, Rose (New Yorker) NYC, h.
Blenders, Four (Embassy Club) San Francisco, nc.
Bodenweiser Ballet (French Casino) NYC, nc.
Booth, John (Green Gables) Hazleton, Pa., nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
Boswell, Connie (New Yorker) NYC, h.
Bowers, Cookie (Earle) Washington, D. C., 23-26, t.
Bowes, Major, All-Girl Show (Oriental) Chi, t.
Bowes, Major, Unit (Pal.) Superior, Wis., 23-26, t.
Bowker, Betty (Chateau Moderne) NYC, nc.
Braatz, Mickey (Walton) Phila, h.
Brandt & Fowler (21) Phila, nc.
Brito, Phil (Mount Royal) Montreal, h.
Brooks Twins (Club Vogue) NYC, nc.
Broomfield & Greeley (Ubangi) NYC, nc.
Brown, Evans (Old Vienna) Indianapolis, c.
Brown, Ralph (Ubangi) NYC, nc.
Brown Sisters, Three (Boston) Boston 23-26, t.
Bryant, Betty (Larue's) NYC, re.
Bryants, The (French Casino) NYC, nc.
Brydon, Louise (Venetian Room) NYC, nc.
Bryson, Clay (Montclair) NYC, h.
Burns, Pat (Nini's) NYC, nc.
Burns & White (State-Lake) Chi, t.
Bynton, Dorothy, Girls (Riverside) Milwaukee, t.
Byrd, Muriel (Edison) NYC, h.
Byrnes & Swanson (Philadelphian) Phila, h.

C

Caceres, Emilio (Merry-Go-Round) Dayton, O., c.
Cards, The Three (Bradford) Boston, h.
Cail & Stuart (Club Laurier) Lowell, Mass., nc.
Caligary Bros. (College Inn) Chi, re.
Carlay, Rachel (Zelli's) NYC, nc.
Carlyle, Betty & Sue (Le Mirage) NYC, nc.
Carole, Gail (Dudley) Salamanca, N. Y., h.
Carow, Glen (Capitol) Washington, D. C., 23-26, t.
Carrer, Chas. (Lyric) Indianapolis, t.
Carroll, Betty (Village Casino) NYC, nc.
Carroll, Lee (New Earl) Baltimore, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll, June (Village Casino) NYC, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Casino, Del (Hollywood) NYC, re.
Castillo, Carmen (Stevens) Chi, h.
Celia & Ranells (Webster Hall) Detroit 13-27, h.
Cesar & Maclovia (Hollywood) NYC, re.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Challis, Beth (Silver Lake Inn) Clementon, N. J., ro.
Charleston, Helen (Met.) Boston 23-26, t.
Chicorritto (El Toreador) NYC, nc.
Chiyo, Princess (Parisian Grill) Budapest, Hungary.
Clare, Tonie (French Casino) NYC, nc.
Clauson, Charles (Cafe Bali) NYC, nc.
Clayton, Pat (Barrel of Fun) NYC, nc.
Clifford & Wayne (Colony) Phila, nc.
Cole, Lester (Palmer House) Chi, h
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
Collette & Barry (Brown) Louisville, h.
Collete & Galle (Blue Grass Inn) Newport, Ky., nc.
Collins, Larry (Ambassador) St. Louis 23-26, t.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Cook, Bobbie (Lookout House) Covington, Ky., nc.
Cooley, Marion (Saphire Room) NYC, nc.
Cordell, Irene (Lookout House) Covington, Ky., nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Coriell Trio (Hershey) Hershey, Pa., 26-28, t. (Colonial) Lancaster Dec. 1-3, t.
Cort, Nita, singer (Club Mayfair) Boston, nc.
Cortez, Al & Toni (Black Cat) NYC, nc.
Cortez, Tanya (Pal.) Mansfield, O., nc.
Coral Islanders (Montclair) NYC, h.
Cortez, Tanya (Bob's Premier) Columbus, nc.
Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.
Craven, Fran (Bertolotti) NYC, re.
Cress Troupe (Downtown) Detroit, t.
Crocker, Mil (Torch Club) Cleveland, nc.
Crone, Roberta (Backstage Club) Cleveland.
Crooker, Dorothy (Adelphia) Phila, h.
Crosby, June (Victoria) NYC, h.
Cunningham & Bennett (Holland Tavern) NYC, cb.
Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.
Curtis, Billy (Piccadilly) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

D

D'Arcy, Jean (Park Central) NYC, h.
Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
Daies, Jack (El Dorado) Detroit, nc.
Dale, Helen (Howdy Club) NYC, nc.
Dale, Maryon (Chateau Moderne) NYC, nc.
Dandies, Four (Larue's) NYC, re.
Dandridge, Putney (Hickory House) NYC, nc.
Daniels, Billy (Black Cat) NYC, nc.
Daniels, Doris (Commodore) NYC, h.
Daniels, Mae (Kit Kat Club) NYC, nc.
Dare & Yates (Lyric) Indianapolis, t.
Dario & Diane (Detroit Athletic Club) Detroit.
Daro & Costa (Arrowhead Inn) Cincinnati, nc.
Davenport, Muriel (Bismarck) Chi, h.
Davidson, Trudye (Colony Club) Chi, nc.
Davis, Dorothy (Caliente) NYC, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Davis, Lois (Eldorado) Detroit, nc.
Davis, Rufe (College Inn) Chi, re.
Dawn, Dolly (Taft) NYC, h.
DeGoff, Harriett (College Inn) Chi, re.
Dean, Carol (Hollywood) Galveston, Tex., nc.
Dean, Laura (McAlpin) NYC, h
Dee, Dottie (Clover Club) Portland, Ore., nc.
Deering, Delyce (Bossert) NYC, h.
Defrees, Lois (Dizzy Club) NYC, nc.
DeBold Twins, Dancers (Paradise Club) NYC, nc.
DeCardos, Six (Indoor Circus) Worcester, Mass.; New Britain, Conn., 30-Dec. 5.
DeFlores, Felipe (El Chico) NYC, nc.
Del Viso, Dolores (San Souci) Havana, nc.
Delano Bros. (Club Hollywood) Rochester, N. Y.
Delfina, Vera (El Chico) NYC, nc.
Dell, Bobbie (Club Paradise) Baltimore, nc.
Delmar, Ruth (Chez Ami) Buffalo, nc.
DeMar & Andre (Commodore) NYC, h.
Denise, Diane (St. Regis) NYC, h.
Dennis, Ethel (Waterfront) Boston, nc.
DeRita Sisters (Dallas Centennial) Texas.
DeRoze (Capitol) Washington, D. C., 23-26, t.
Deslys, Leo (Bali) NYC, c.
Detroit Red (Small's Paradise) NYC, cb.
Diel Twins (Manley's) Buffalo, nc.
Dion & Sparklettes (Jimmie's Frolics Club) Troy, N. Y.
Diplomats, Four (Dickie Wells) NYC, cb.
Dixon, Dixie (Nine Mile House) Cincinnati. cb.
Dixon, Ethel (Drake) Chi, h.
Dodge, Beth & Betty (State-Lake) Chi, t.
DeMonico & Phillips (Golden Grill) Rochester, nc.
D'Orsay, Fifi (State-Lake) Chi, t.
Dolores & Antonio (Yumuri) NYC, nc.
Dolores & Candido (El Chico) NYC, nc.
Donn, Biddie (Clover) NYC, nc.
Doris, Miss (Versailles) NYC, nc.
Dorne, Dorothea (Rendezvous Club) Gloversville, N. Y.
Dorothy & King (College Inn) Chi, re.
Dot & Dash (Frolics) Toledo, O., nc.
Drake, Connie (Deauville) New York, nc.
Draper, Paul (Paramount) NYC 23-26, t.
Drum, Dotty (Hector's Club New Yorker) New York, nc.
Duke, Eddie (Stein Club) Wallace, Ida., nc.
Duke, Ethel (Wm. Penn) Pittsburgh, h.
Duke, Frank (Capitol) Washington, D. C., 23-26, t.
Duke, Paul (Met.) Boston, t.
Duke, Vernon (St. Regis) NYC, h.
Duncan, Midget Jackie (Zepp) Akron, O., nc.
Dunn, Francis (Barrel of Fun) NYC, nc.
Duthers, Lew (Earle) Washington, D. C., 23-26, t.
Duval, Sheila (New Town Bar) New York, nc.
Dyer, Hubert, & Co. (Downtown) Detroit t.

E

Earl, Jack & Betty (Mayfair Casino) Cleveland.
Easter & Hazleton (Bradford) Boston, h.
Easton, Bob (Pal.) Chi 26-Dec. 9, t.
Ebony Rascals, Four (Club Caliente) NYC, nc.
Elida Ballet (Capitol) Washington, D. C., 23-26, t.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Elton, Eva & Ray (Hollywood) NYC, cb.
Emmy's, Carlton, Pets (Tower) Kansas City, t.
Engleman, Wilfred (Chicago) Chi, t.
Enrico & Novello (Radio City Rainbow Room)
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Erroll, Leon, Revue (Pal.) Cleveland 23-26, t.
Esmond, Mircile (Zimmerman's) NYC, re.
Estelle & LeRoy (Paradise) NYC, re.
Evans, James (Edgewater Beach) Chi, h.

F

Fain, Cherri (Dizzy Club) NYC, nc.
Fantasia (Yumuri) NYC, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Farries & Goodelle (Vanderbilt) NYC, h.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Jerry (Jungle Inn) Youngstown, O., nc.
Felicia & DelRay (Plaza) Pittsburgh, c.
Ferguson, Bobby (Club Ballyhoo) Columbus.
Fern, Pearl, & Co. (Bob White's Grill) Buffalo, N. Y.
Fern, Vera (Congress) Chi, h.
Ferrier & Mona (Park Lane) NYC, h.
Fields, Benny (Chez Paree) Chi, nc.
Fields, Happy (Place Elegante) NYC, nc.
Fields, Irving (5th Avenue) NYC, h.
Fink, Harry (Dante's Inferno) St. Louis, nc.
Fiorenzas (Astor) NYC, h.
Fisher, Nick (Montclair) NYC, h.
Fiske, Emily (Bali Bali) Chi, nc.
Flash, Serge (St. Regis) NYC, h.
Flemming, Frank (Lincoln) NYC, h.
Fleurette (Le Mirage) NYC, nc.
Flowerton, Consuelo (Mon Paris) NYC, nc.
Flying Wheels, The (Gillnor S. C.) Baltimore.
Fogarty, Alec (Weylin) NYC, h.
Fogarty, John (Coffee Dan's) NYC, nc.
Fonda & St. Clair (Gray Wolf Club) Sharon, Pa.
Follies Parisienne (Michigan) Detroit 23-26, t.
Fontaine, Evan Burrows (Adelphia) Phila, h.
Fordham, Louise (Number One Bar) NYC, nc.
Forman & Lorraine (Embassy) Phila, nc.
Foster, Ray (Netherland Plaza) Cincinnati, h.
Four Dandies (LaRue's) NYC, re.
Fowler, LaMae (Dixon's Cafe) Omaha, c.
Fox & Ames (Lavaggi) Boston, re.
Fox, Dave (Pierre's) Phila, re.
Franks, Jerry (Hollywood) NYC, re.
Franz & Fuller (Front Street Gardens) Toledo, nc.
Froeba, Frank (Onyx Club) NYC, nc.
Frohman, Bert (Paradise) NYC., re.
Fry, Bob & Virginia (Man About Town) New York, nc.
Fung, Jue (Riverside) Milwaukee, t.

G

Gable, Ca[illegible] Lookout House) Covington, Ky., nc.
Gaby, Frank [illegible]c) Indianapolis, t.
Gaines, Leila [illegible]lub) NYC, nc.
Gainsworth, Marjorie (St. Moritz) NYC, h.
Gale, Betty (Town Tavern) Cleveland, nc.
Gali-Gali (Versailles) NYC, nc.
Gall, Wanda (Chateau Moderne) NYC, nc.
Gamble, Richard E. (Navarro) NYC, h.
Gardel, Tess (New Frolics) Union City, N. J., nc.
Gardner, Beatrice, Sweethearts (Dutch Village) Toledo, O., nc.
Gasca Troupe (Shrine Circus) Grand Junction, Colo., 21-28.
Gavitte, Rex (Place Elegante(NYC, nc.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gayle & Lloyd (Arrowhead Inn) Cincinnati, nc.
Gaynor, Marylin (Bertolotti) NYC, re.
Gentlemen of Rhythm, Four (New Yorker) NYC, h.
Georges & Jalna (Blackstone) Chi, h.
Gerrits, Paul (St. Regis) NYC, h.
Gibbons & Gretta (University Grill) Albany, N. Y.
Gibbs, Arthur (Queen Mary) NYC, re.
Gibson, Virginia (Biltmore) Providence, h.
Gilardi, Gus (Bozo) (Kit Kat Club) Cleveland, nc.
Gill, Evelyn (Colonial) Jackson, Miss., nc.
Glenn, Cinda (French Casino) NYC, nc.
Glenn & Jenkins (Boston) Boston 23-26, t.
Glory, Camille (18 Club) NYC, nc.
Glynn Sisters (Times Square Club) Rochester, nc.
Goff, Jerry (Clover) NYC, nc.
Gonzales & Rangel (McAlpin) NYC, h.
Goodell, Danzi (College Inn) Chi, re.
Goodelle, Neila (Earle) Washington, D. C., 23-26, t.
Gordon, Paul (Arcadia) Phila, re.
Gordon Sisters (Bartlett) Rochester, nc.
Gould Sisters (Royal Frolics) Chi, nc.
Gower & Jeanne (Drake) Chi, h.
Granados, Elia (San Sonce) Havana, Cuba, nc.
Grant, Arline (Village Casino) NYC, nc.
Gardner, Beatrice, Co-Eds (Freddie's Cafe) Cleveland, nc.
Grauman, Saul, Co. (Pal.) Chi 23-26, t.
Gray, Noma (Kit Kat) NYC, nc.
Green, Al (Pioneer Nut Club) NYC, nc.
Green, Jackie (Ambassador) St. Louis 23-26, t.

JACKIE GREEN
Now Playing
TERRACE ROOM, CHICAGO,
Management JACK KALCHEIM.

Green, Mitzi (Versailles) NYC, re.
Greenway, Ann (Elysee) NYC, h.
Greenwood, Dawn (Paradise) NYC, re.
Gregoire, George (Town Tavern) Cleveland, nc.
Griffiths, Edith (Yacht Club) Chi, nc.
Griffith & Wells (Talk of the Town) Peoria, Ill., nc.
Groves, Aleece (Fay's) Phila, t.
Growler Man, The (Gang Plank) NYC, nc.
Gwynne, James, & Co. (Colonial) Dayton, t.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hale, Teddy (Boston) Boston 23-26, t.
Hall, Frank (Village Casino) NYC, nc.
Hall, Jimmy (Waterfront) Boston, nc.
Halliday & Clark (Syracuse) Syracuse, N. Y., h.
Hamilton, Johnny (Netherland Plaza) Cincinnati, h.
Hardie & Mills (Gloria) Columbus, nc.
Hannon, Bob (Chez Paree) Chi, nc.
Hanson, Lloyd (Midway Inn) Klamath Falls, Ore., nc.
Hardy, Moore (Gabriel's) NYC, nc.
Hariston, Marion (Small's Paradise) NYC, cb.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harrington, Pat (18 Club) NYC, nc.
Harris, Betty (Swanee) NYC, nc.
Harris & Shore (Pal.) Chi 23-26, t.
Harris, Irving (Chateau Moderne) NYC, nc.
Harrison Sisters (Hollywood) NYC, re.
Hart, Carl (Number One Bar) NYC, nc.
Hartmans, The (St. Regis) NYC, h.
Haviland, Henry (Dutch Cafe) Columbus, O.
Hawk, Bob (Bali, Bali) Chi, nc.
Hayes, Pete (Bally-Hoo) Phila, nc.
Haynes & Raymond (Times Square Club) Rochester, N. Y., nc.
Healey, Eunice (Chez Paree) Chi, nc.
Healy & Mack (Garrick) St. Louis, t.
Heller, Shirley (Yacht Club) Chi nc.
Henderson, Toots (Man About Town) NYC, nc.
Henri, Harri (Mahoney's Palace Cafe) Hartford, Conn.
Herman, Irving (Man About Town Club) NYC, nc.
Herrera, Billy (Piccadilly Club) Baltimore, nc.
Herrera, Sarita (Gaucho) NYC, nc.
Hess, Jim & Chuckie (Garrick) St. Louis, t.
Hill, Jack (DuPierrot) NYC, nc.
Hinton, Hot-Cha (Piccadilly Club) Baltimore, nc.
Hixon, Hal (31) Phila, nc.
Hoffman, Charles (Astor) NYC, h.
Hoffman, Gertrude, Ballet (College Inn) Chi, re.
Holiday, Billy (Onyx) NYC, nc.
Hollis & Joy (Bob White's Grill) Buffalo, nc.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Debs (Lookout House) Covington, Ky., nc.
Holmes, Helen (McVan's) Buffalo, N. Y., nc.
Hooker, Dynamite (Cotton Club) NYC, cb.
Howard, Helen (18 Club) NYC, nc.
Howard, Joseph E. (Gay '90s) NYC, nc.
Hudgins, Johnny (Ubangi) Phila, nc.
Huff, Tiny (Holland Tavern) NYC, cb.
Hunt, Raymond (Congress Hotel) Chi, h.
Hurok, Jemma (Sherry-Netherland) NYC, h.
Hyers, Frank (18 Club) NYC, nc.

I

Illiana, Miss (Arcadia) Phila, re.
Indefatigable Charlies (St. Regis) NYC, h.
International Trio (18 Club) NYC, nc.

J

Jackson, Irving & Reeve (Clover) NYC, nc.
Jackson, Lawrence (President) New York, h.
Jacobs, Peggy (Torge) Jamestown, N. Y., h.
Jakobi, Anita (London Casino) London.
James, Dorothy (Embassy) Phila, nc.
Jans, Leonard (Torch Club) Canton, O., nc.
Jardon, Ed (Times Square Club) Rochester, N. Y., nc.
Jean & Joan (Earle) Washington, D. C., 23-26, t.
Jeanne & Earle (Paramount Club) Peoria, Ill., nc.
Jenkins, Polly, & Plowboys (Kurson) Camden, Me., 26; (Kurson) Ellsworth 27-28, t.
Johnny & George (Yacht Club) NYC., nc.
Johnsons, The (Navarro) NYC, h.
Johnson, Olevene (Canadian National Motor Show) Toronto.
Jones, Broadway (Cotton Club) NYC, cb.
Jones, Dot & Dick (Jimmy Kelly's) NYC, nc.
Jones, Jonah (Onyx Club) NYC, nc.
Jordan, Jean (Village Casino) NYC, nc.
Jordans, Seven (Orph.) Ogden, Utah, 26-28, t.
Joyce, Betty (Dizzy Club) NYC, nc.

K

Kaiama, Willie (Buckhorn) Rockford, Ill., nc.
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kalmus, Bee (Brass Rail) NYC, re.
Kaloah (Cotton Club) NYC, nc.
Kalvin, Al & Margie (Colonial) Dayton, t.
Kamiki, Ernest (Buckhorn) Rockford, Ill., nc.
Kane, Katherine (Ritz-Carlton) NYC, h.
Kann, Alex (Versailles) NYC, nc.
Karoly, Maria (Tokay) NYC, re.
Karson Trio (Ft. Hayes) Columbus, O., h.

Katoff, Volodia (Russian Kretchma) NYC, re.
Kauff, Ben (Beverly) NYC, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Royale Frolics) Chi, nc.
Kaye, Johnny (Torch Club) Canton, O., nc.
Kean, Betty (Adelphia) Phila, h.
Keck, Eddie (Shrine Circus) Evansville, Ind., 23-28.
Keene Twins, Vic & LaMarr (St. Louis) St. Louis 23-26, t.
Kelly, Juanita (Bali) NYC, c.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
Kennedy, Pat (Colony Club) Chi, nc.
Kenny, Lillian (Venezia) NYC, c.
Kent, Carl (Caliente) NYC, nc.
Kewpie Dolls, Five (Waterfront) Boston, nc.
Khan, Hachem (Original Maisonette Russe) NYC, nc.
Knisely, George (Le Mirage) NYC, nc.
Knox, Agnes (Le Mirage) NYC, nc.
Killeen, Madeline (Capitol) Washington, D. C., 23-26, t.
King, Kenn (Torch Club) Canton, O., nc.
King, Tommy (University Grill) Albany, N. Y.
King, Wally (Vogue) NYC, nc.
Kingston, Marion (Yacht Club) NYC, nc.
Kinley, Eddie (Village Casino) NYC, nc.
Kirby & DuVall (Downtown) Detroit, t.
Knight, Eleanor (Hollywood) NYC, re.
Koubek, Zdenek (French Casino) NYC, nc.
Kramer, Dolly (Midget City) Texas Centennial, Dallas.
Kramer, Ida (Swanee) NYC, nc.
Kruger, Jerry (Ernie's) NYC, nc.

L

Lahiri, Surat (La Salle du Bois) NYC, nc.
Lambert, Helen (Man About Town) NYC, nc.
Lambert, Don (Onyx) NYC, nc.
Lambert, Nellie (Man About Town Club) NYC, nc.
Landis, Jean (Hollywood) NYC, re.
Lane & Carroll (Village Casino) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Ted (Hickory House) New York, nc.
Langdon, Virginia (Cafe Bali) NYC, cb.
LaMarr, Bobby (New Earl) Baltimore, nc.
La Marr, Jacquette (Spinning Wheel) Kansas City, Mo.
La Milonguita (Yumuri) NYC nc.
LaMonte, Legs (State-Lake) Chi, t.
La Monterito (El Toreador) NYC, nc.
Lara, Ricardo (El Toreador) NYC, nc.
Larry & Freckles (Palais Royal) Benton Harbor, Mich., nc.
LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
La Rue, Bobby (Torch Club) Canton, O., nc.
LaVenia Sisters (Garrick) St. Louis, t.
LaVola, Don (Shrine Circus) Grand Junction, Colo., 21-28.
Lawrence, Lucille (Swanee) NYC, nc.
Lawson, Iowen (Lido Club) Long Beach, N. Y., h.
Lawton, Jerry (State-Lake) Chi, t.
LaZellas, Aerial (Raymond) Pasadena, Calif., 27-30, t.
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
Lea, Sharon (Petroleum) Hobbs, N. M., nc.
Lei Lehua, Princess (Buckhorn) Rockford, Ill., nc.
Lee, Mary (21) Phila, nc.
Lenora's Debutantes (Philadelphian) Phila, h.
Lenti, Steve (Place Elegante) New York, nc.
Leonard, Billie (Brass Rail) NYC, re.
Leonard, Jack (Kenmore) Albany, N. Y., h.
LeRoy, Hal (Hollywood) NYC, bc.
Leshay & Manya (Canadian National Motor Show) Toronto.
Lester & Daniels (Park Central) NYC, h.
Lewis, Ann (Cotton Club) NYC, nc.
Lewis, Dad (Talk o' th' Town) Peoria, Ill., nc.
Lewis, Henry (Meirs Old Mission) Modesto, Calif., cc.
Lewis, Jane (McVan's) Buffalo, N. Y., nc.
Lewis Jr., Ted (Kit Kat) NYC, nc.
Libby, Al & Betty (Colonial) Dayton, t.
Liebling, Tod (Muehlebach Hotel) Kansas City 23-26; (Mayfair Casino) Cleveland 28-Dec. 4, t.
Lime Trio (Pal.) Ft. Wayne, t.
Lindy Hoppers, Six (Boston) Boston 23-26, t.
Liptova, Schura (St. Regis) NYC, h.
Little, Little Jack (Palmer House) Chi, h.
Little Words, Three (Small's) NYC, cb.
Long Jr., Nick (Chez Paree, Chi, nc.
Loper & Hayes (Mayfair) Boston, nc.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lord, Velma (Paradise) NYC., re.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine & Manners (Cocoanut Grove) Boston, nc.
Lorraine Sisters (Stevens) Chi, h.
Lovett, Sonya (18 Club) NYC, nc.
Low-Hite & Stanley (Fox) Detroit, t.
Lurya, Dee (Vanderbilt) NYC, h.
Lyman, Tommy (Chesapeake House) NYC, re.
Lyons, Geo. (Drake Hotel) Chi, h.
Lyte, Rose & Ray (Philadelphian) Phila, h.

M

Mackay's Rhythm Debs (Broadway Room) NYC, nc.
MacLean, Ross (Adelphia) Phila, h.
Maddux, Frances (La Rue's) NYC, re.
Mae, Edna (Paradise) NYC, re.
Mahoney, Billy (Crystal Gardens) Paterson, N. J., nc.
Mallen, Dave (Le Mirage) NYC, nc.
Mallory, Eddie, & Orch. (Boston) Boston 23-26, t.
Manhattan Scandals (Lyric) Indianapolis, t.
Mandell, Kitty (New Town Bar) New York, nc.
Manginis, The (Earle) Washington, D. C., 23-26, t.
Manners, Florine (Garrick) St. Louis, t.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Mantaria, Mata (Bismarck) Chi, h.
Marcanos, The (Edison) NYC, h.
Marcay, Nana (Venezia) NYC, c.
Marcel & Lavone (Kit Kat) NYC, nc.
Marcus, A. B., Show (Hipp.) Toronto 23-26, t.
Marianne (St. Moritz) NYC, h.
Markoff, Gypsy (El Gaucho) NYC, nc.
Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
Marlowe, Boopsie (Dizzy) NYC, nc.
Marlowe, Marilyn (Royale Frolics) Chi, nc.
Marlowe, Peggy (Royal Frolics) Chi, nc.
Marque & Leonora (Pelay's) Canton, O., c.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marshalls, Three (New Yorker) NYC, re.
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
Martel, Lee (Dizzy) NYC, nc.
Martin & Laverne (Flatiron) Peoria, Ill., c.
Martin, Marian (Hollywood) NYC, re.
Martin, Vera (French Casino) NYC, nc.
Marvel & Fried (Colonial) Jackson, Miss., nc.
Maryland Singers (Chesapeake House) NYC, re.
Massey, Louise, & Westerners (Paramount) NYC 23-26, t.
Masters, Charlie (Downtown) Detroit, t.
Mathews, Babe (Ubangi Club) NYC, nc.
Maurice & Kallice (Melody Gardens) Elmira, N. Y., nc.
Maurine & Norva (Stevens) Chi, h.
Maxwell, John (McVan's) Buffalo, N. Y., nc.
Maybank, Jan (Royal Pines) Lake George N. Y., ro.
Maye, Jackie (Torch Club) Cleveland, nc.
Mayo, Flo (Pal.) Chi 23-26, t.
McBride, Jack (Romance Inn) Angola, N .Y. nc.
McConnell & Moore (Frontier Centennial) Dallas 15-28.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
McCoy, Frances (18 Club) NYC, nc.
McCullough, Gene (Madrid) Buffalo, N. Y., c.
McCune Grant Trio (Streets of Paris, Expo.) Dallas 23-28.
McDonald & Ross (Harry's New York Cabaret) Chi, nc.
McKay, Doreen (Paradise) NYC, nc.
McKin, May (Book-Cadillac) Detroit, h.
Melissa & Lord (Queen's Terrace) Long Island, N. Y., nc.
Meller, Joan (Old Roumanian) NYC, re.
Menorcas, Seven (French Casino) NYC, nc.
Mercer, Maryan (Caliente) NYC, nc.
Merril & Zona (Tokay) NYC, re.
Meyers, Ernie (Man About Town) NYC, nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Miles & Kover (Palmer House) Chi, h.
Millicent (Harry's New York Cabaret) Chi, nc.
Mills, Tommy (Beverly) NYC, h.
Minor & Root (Versailles) NYC, re.
Mitchell, Charlie (Man About Town Club) NYC, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Mogul (Memorial) Boston 23-26, t.
Montes, Mona (El Chico) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monte & Carmo (Hollywood) NYC, re.
Montes, Nena (El Toreador) NYC, nc.
Monti, Milly (Rainbow Room) NYC, nc.
Montmartre Boys, Four (Jimmy Kelly's) NYC, nc.
Monty & Carmo (Hollywood) NYC, re.
Monty, Paul (Man About Town Club) NYC, nc.
Moody, Ann (Variety) NYC, nc.
Morales Bros. & Little Daisy (Vets Dug Out) Toledo, O., nc.
Moreno, Conchita (Chesapeake House) NYC, re.
Morgan, Grace (Park Plaza) St. Louis, h.
Morgan, Stuart, Dancers (Chicago) Chi, t.
Moriche, Jose (Marta's) NYC, re.
Morris, Dwight (Gabriel's) NYC, nc.
Morris, Will, & Bobby (Shrine Circus) Toronto.
Munro, George (Arrowhead Inn) Cincinnati, nc.
Mura, Corinna (Blackstone) Chi, h.
Muriel, Mimi (Meurice) NYC, re.
Murphy, Marion (Variety) NYC, nc.
Murray & King (Hollywood) NYC, cb.
Music Hall Follies (Paramount) Springfield, Mass., 23-26, t.
Myers, Timmie (Town Tavern) Cleveland, nc.
Myra (Tillie's Chicken Grill) New York, nc.

N

Nadeau, Mlle. Rose (Mahoney's Palace Cafe) Hartford, Conn.
Nagyfys, The (College Inn) Chi, re.
Nazarro Jr., Nat (Lido) Montreal, nc.
Neely, Phil (New Yorker) NYC, h.
Nelidoff, George (Bismarck) Chi, h.
Nesbit, Evelyn (Maxine's) NYC, re.
New Yorkers, Three (Stork Club) NYC, nc
Newdahl, Clifford (St. Regis) NYC, h.
Newell & Thorpe (Chez Maurice) Montreal, nc.
Newman, Harry (Gabriel's) NYC, re.
Nevell, Laurene (McVan's) Buffalo, N. Y., nc.
Nils & Nadyne (Club Lido) Montreal, Can.
Niles, Noma (Swanee) NYC, nc.
Nirska (Riverside) Milwaukee, t.
Nolan, Paul (Riverside) Milwaukee, t.
Noland, Nancy (Navarro) NYC, h.

THE NONCHALANTS
ABC Theatre, Paris, France
Personal Direction
MUSIC CORPORATION OF AMERICA.

Noel, Tess (Weismantal's Show Boat) NYC, nc.
Norman, Nita (18) NYC, nc.
Nova, Yvonne (Paradise) NYC, re.
Novak, Wilma (Village Casino) NYC, nc.
N. T. G. Revue (Loew) Montreal 23-26, t.

O

Oakford, Fifi (Yorktown Tavern) Elkins Park, Pa., ro.
Octabes, Three (Chesapeake House) NYC, re.
O'Connor Sisters (Green Gables) Hazleton, Pa., nc.
O'Day, Dawn (Arcadia) Phila, re.
O'Doherty, Molly (Chesapeake House) NYC, re.
Ogden, Patsy (Yacht Club) NYC, nc.
O'Malley, Pat (Drake) Chi, h.
Olive, Dorothy (Leon & Eddie's) NYC, nc.
Olmstead, "Minto" (Number One Bar) NYC, nc.
O'Rouke, Nan (Bally-Hoo) Phila, nc.
Orlins, Toddy (Nut Club) NYC, nc.
Ortega, Rosita (Yumuri) NYC, nc.
Owen Sisters (Colonial) Jackson, Miss., nc.

P

Page, Lucille (Starland) Rochester, N. Y., c.
Page, Marion (Hollywood) NYC, re.
Paige & Jewett's Paradise Scandals (Capitol) Atlanta, Ga., 23-28, t.
Palmer & Doreen (Greystone Inn) Mansfield, O., nc.
Parker, Bobby (Berghoff Gardens) Ft. Wayne, Ind.
Parker, Cecile (Steuben) Boston, re.
Parks, Barbara (Gibson) Cincinnati, h.
Parsons, Joe (Oriental) Chi, t.
Paul, Charles (Montclair) NYC, h.
Paulette (Piccadilly) NYC, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pecoraro, Dick (Monte Rosa) NYC, re.
Pedro & Luis (Dickerson) Parsons, Kan., 23-28, t.
Pedulla, Hugo (LaRue's) NYC, re.
Pegue, Paul (Gloria Palast) NYC, nc.
Peppy & Peanuts (Holland Tavern) NYC, nc.
Perkins, Johnny (Capitol) Washington, D. C., 23-26, t.
Perona, Anthony (Gabriel's) NYC, re.
Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.
Petch & Deauville (Lyric) Indianapolis, t.
Pete (State-Lake) Chi, t.
Phelps Twins (Hi-Hat) Chi, nc.
Pickford, Murry (Club Paradise) Baltimore, nc.
Pierce, Burton (Drake) Chi, h.
Pierce & Harris (New Yorker) NYC, h.
Plaut, Jerry (Dizzy Club) NYC, nc.
Pomeroy-Earle Girls (Zelli's) NYC, nc.
Powell, Jack (Paramount) NYC 23-26, t.
Powers & Joyce (Rex Grill) Syracuse, N. Y., nc.
Pope, Glen (Ritz-Carlton) NYC, h.
Fope & Thompson (American Music Hall) NYC, mh.
Fope, Virginia (Savoy) London, Eng., h.
Proctor, Ferne (Romance Inn) Angola, N. Y., nc.

Q

Queens of Rhythm, Four (Palumbo's) Phila, cb.

R

Racket-Cheers, Three (1214) Phila, nc.
Radcliffe, Roy (Belgian Village) Boston, nc.
Rafferty, Tommy (Lookout House) Covington, Ky.
Ramon & Roydene (Bartlett) Rochester, N. Y., nc.
Rand, Kathryn (Philadelphian) Phila, h.
Randolph, Amanda (Black Cat) NYC, nc.
Ratcliffe, Ray & Bea (Bob White's Grill) Buffalo, nc.
Ray, Iris (Holland) NYC, nc.
Ray, Vivian (Hollywood) NYC, cb.
Raye, Gilbert & Vicky (Club Tavern) Battle Creek, Mich., nc.
Raye, Prince & Clark (Caliente) NYC, nc.
Reat, Petti & Lester (Melody Gardens) Elmira, N. Y., nc.
Recker, Al (Waterfront) Boston, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Reed, Etta (Arrowhead Inn) Cincinnati, nc.
Reed, Jeanne (18 Club) NYC, nc.
Rees & Moran (Maria's) NYC, nc.
Reeve Sisters (Chez Maurice) Montreal, nc.
Remos, Paul (Casa Manana) Fort Worth, Tex., nc.
Rhodes, Dorothy (Kit Kat) NYC, nc.
Rhythm Boys (Weylin Hotel) NYC, h.
Rhythm Debs (Clover) NYC, nc.
Riccardo, Rona (French Casino) NYC, nc.
Rich, Elton (Hollywood) NYC, re.
Richman, Harry (Pal.) Chi 23-26, t.
Ricardo, Edward (Hollywood) NYC, re.
Richards, Jimmy (Paradise) NYC, re.
Riera, Virgen (Small's Paradise) NYC, nc.
Rimacs, The (Pal.) Chi 23-26, t.
Rinaldo (Albee) Providence 23-26, t.
Rios, Rosita (El Chico) NYC, nc.
Riser, Panchito (Yumuri) NYC, nc.
Rishka, Irma (Venezia) NYC, c.
Roark Edith (Vogue) NYC, nc.
Robbins, June (Netherland Plaza) Cincinnati, h.
Roberts, Dave (Met.) Springfield, Mo., h.
Roberts, Whitey (St. Louis) St. Louis 23-26, t.
Robinson, Evelyn (Ubangi) NYC, nc.
Robinson, Paul (Club Rio) Allentown, Pa., nc.
Rockets, The (Show Boat) Pittsburgh, nc.
Roccos, Three (Kit Kat) NYC, nc.
Rockwood, John (Jimmy Kelly's) NYC, nc.
Rodrigo & Francine (Muehlebach) Kansas City, Mo., h.
Rogers, Muriel (Chateau Moderne) NYC, nc.
Rogers Troupe (Garrick) St. Louis, t.
Rohrkaste, Marianne (Cocoanut Grove) Boston, nc.
Rollet & Dorothea (Colonial) Jackson, Miss., nc.
Rollins, Mimi (Tower) Kansas City, t.
Rolph, Wynne (Wivel's) NYC, re.
Rook, Isabel (Chesapeake House) NYC, re.
Rosalean & Seville (French Casino) NYC, cb.
Rosini, Paul (Palmer House) Chi, h.
Ross, Martin (Beverly) NYC, h.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Rossi, Pat (Cafe Loyale) NYC, re.
Roth, Raye & Robins (Bonita's) NYC, re.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Hawaiians (Dizzy Club) NYC, nc.
Russell, Al & Sally (Paddock Club) Cleveland, nc.
Russell & Christine Co. Petroleum) Hobbs, N. M., nc.
Russell, Frank (Gay Nineties) NYC, nc.
Rust, Shirley (State) NYC 23-26, t.

S

Sabile, Mickey (Man About Town) NYC, nc.
Salters, Dorothy (Kit Kat) NYC, nc.
Salvo & Gloria (Jermyn) Scranton, Pa., h.
Samuels Bros. (Chicago) Chi, t.
Sanchi & Buckley (St. Francis) San Francisco, h.
Sandino & Fairchild (Chez Ami) Buffalo, nc.
Sanford, Teddy, & Jack Twain (Villepique's) Sheepshead Bay, Brooklyn, re.
Sanna, Johnny (Border Inn) Shenandoah, Ia.
Santelli, George (Hotel St. Regis) NYC, h.
Sargent, Jean (Sapphire Room) NYC, nc.
Savage, Jean (Southern) Baltimore, h.
Sawyer, Bobby (Gabriel's) NYC, nc.
Sayles & Lewis (Golden Grill) Rochester, N. Y., nc.
Schneider, Barbara (Venezia) NYC, c.
Scott, Blondie (Black Cat) NYC, nc.
Scott, Ina (Stevens) Chi, h.
Seabury, Doris (Holland Tavern) NYC, cb.
Selby, Arlene & Norman (Palumbo's) Phila, cb.
Seldon, Harry (Pioneer Nut Club) NYC, nc.
Senators, The (Brass Rail) NYC, re.
Sharpe, Robert (Le Mirage) NYC, nc.
Shaw, Bret (Lincoln) NYC, h.
Shaw, Frank (Coffee Dan's) NYC, nc.
Shaw & Mead (Gloria) Columbus, nc.
Shaw, Ralph (Moose Lodge) Erie, Pa.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelby, Bubbles (1523) Phila, nc.
Shelton, James (Club Normandie) NYC, nc.
Sheridan, Eleanor (Stork Club) NYC, nc.
Sherman, Shavo (Chateau) Cleveland, O., nc.
Shore, Willie (Hi-Hat) Chi, nc.
Sigman & Fields (Paradise) NYC, re.
Silvi, August (Red Raven) Cleveland, nc.
Simmons, Lee (Ubangi) NYC, nc.
Sinda (Russian Kretchma) NYC, re.
Skelton, Red (Lyric) Indianapolis, t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Slatten, Garland (Midget City) Texas Centennial, Dallas.
Slavnaia, Elena (Russian Bear) NYC, nc.
Small, Ed (Villepigue's) Sheepshead Bay, N. Y., re.
Smith, Alma (Ubangi) NYC, nc.
Smith, Bessie (Ubangi) Phila, cb.
Smith, Chubby (Swanee Club) NYC, nc.
Smith, Cyril (State) NYC 23-26, t.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Solar, Willie (Le Mirage) NYC, nc.
Solts, Aerial (Shrine Circus) Toronto.
Sophisticates, Three (Coffee Dan's) NYC, nc.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
St. Claire & O'Day (Amer. Music Hall) NYC, t.
St. Claire, Putnam (Ubangi) NYC, nc.
St. Claire, Sylvia (Le Mirage) NYC, nc.
Standish, Helene (18 Club) NYC, nc.
Stanley, Eileen (Park Lane) NYC, h.
Stanley, Red (State) NYC 23-26, t.
Starr, Judy (State) NYC 23-26, t.
Steele, Don (Club Deauville) San Francisco, nc.
Stepsons, Three (Ubangi) NYC, nc.
Stevans, Ann (Philadelphian) Phila, h.
Stevens, Harry (Kenmore) Albany, N. Y., h.
Stevens Sisters (Lyric) Indianapolis, t.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, nc.
Southland Rhythm Girls (Astor) NYC, h.
Sullivan, Bobby (Swanee Club) New York, nc.
Sully & Thomas (Colonial) Dayton, t.
Summerfield, Wesley (Fifth Ave.) NYC, h.
Sunshine Sammy (Boston) Boston 23-26, t.
Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.
Swift, Jack (Gibson) Cincinnati, h.
Swing Kid's Quartet (State) NYC 23-26, t.
Sydell, Paul (Paradise) NYC, cb.
Sylvia & Clemance (Arrowhead Inn) Cincinnati, nc.

T

Tamara, Maria (French Casino) NYC. nc.
Tania & Kirsoff (Cocoanut Grove) Boston, nc.
Taniel & Flaccomio (French Casino) NYC, nc.
Tate, Erskine (Vanity Fair) Chi, nc.
Taylor, Dorothy (Airport Tavern) Cleveland, O.
Tennill, Frank (New Yorker) NYC, h.
Terah, Noah (Harry's New York Cabaret) Chi, nc.
Texas Plant (Piccadilly Club) Baltimore.
Titi & Mengol (Gaucho) NYC, nc.
Theis, Al (Midget City) Texas Centennial, Dallas.
Thomas, Eddie (College Inn) Phila, nc.
Thompson, Kay (St. Regis) NYC, h.
Thompson Twins (Torch Club) Canton, O., nc.
Thury, Ilona de (Tokay) NYC, re.
Tint, Al (Von Thenen) Chi, nc.
Tolle, Mildred (Hi-Hat) Chi, nc.
Tomack, Sid, & the Reiss Bros. (Royal Frolics) Chi, nc.
Tomasso, Oria (Place Elegante) NYC. nc.
Torrence, John & Edna (Netherland Plaza) Cincinnati, h.
Torres, Ralph (Edison) NYC, h.
Towne & Knott (Edgewater Beach) Chi, h.
Tracy, Loren (Petroleum) Hobbs, N. M., nc.
Trini (Chateau Moderne) NYC, nc.
Tucker, Dan (Pioneer Nut Club) NYC, nc.
Tudor Sisters & Avery (Shrine Circus) Evansville, Ind., 23-28.
Tuscher, Sid (LaRue's) NYC, re.
Tyber, Ben (French Casino) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V

Valdez, Vern (Torch Club) Canton, O., nc.
Valerie & Armstrong (Mon Paris) NYC, nc.
Valencia & Ramon (Club Gaucho) NYC, nc.
Valera, Lou (Edison) NYC. h.
Valley, Vivian (Club Normandie) NYC, nc.
Valli, Virginia (Le Mirage) NYC, nc.
Van Allen, Mary (Du Pierrot) NYC, nc.
Vance, Valerie (Village Casino) NYC, nc.
Varone, Joe (Jamestown Grill) Buffalo, nc.
Velas, Ester (Roosevelt) NYC, h.
Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
Verne, Miriam (St. Moritz) NYC, h.
Verrill, Virginia (Paradise) NYC, re.
Vespers, Four (Adelphia) Phila, h.
Vigal, Victoria (Ubangi) NYC, nc.
Vinton, Doris (Seventh Ave.) Pittsburgh, h.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
Vincent, Romo (Blackhawk) Chi, c.
Von Losen, Emily (Arcadia) Phila, h.

W

Wacker, Bob (Lexington) NYC, h.
Wages, Johnnie (Frolics) Youngstown, O., nc.
Waldmans, Al & Ted (Yacht Club) Chi, nc.
Waldron, Jack (Hollywood) NYC, re.
Walkimirs, The (Pal.) Ft. Wayne, t.
Wallace, Edna (Ritz-Carlton) NYC, h.
Wallace, Frank (Variety) NYC, nc.
Wallace Sisters (Number One Bar) NYC., nc.
Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
Walsh, Sammy (Lookout House) Covington, Ky., nc.
Walters, Walter (Philadelphian) Phila, h.
Wamby, Donna (Wagon Wheel) Akron, O., nc.
Ward, Diana (Mon Paris) NYC, nc.
Waring, Cebe (State) NYC 23-26, t.
Waters, Ethel, & Co. (Boston) Boston 23-26, t.
Watson, Betty (Caliente) NYC, nc.
Weaver Bros. & Elviry (Maj.) San Antonio, Tex., 23-26, t.
Webb, Betty, & Collies (Princess) Nashville, Tenn., 23-26, t.
Weber, Rex (Yacht Club) Chi, nc.
Weidner, Helena (Maple Diner) Hartford, Conn., re.
Weldon & Honey (Fieldstone) Scranton, Pa., h.
Wellington, Marcelle (Queen's Terrace) NYC, nc.
Wells, Billy, & Three Fays (Village Barn) NYC, nc.
Wences (Walter Wanger Productions) Hollywood.
Wessells, Henri (Cotton Club) NYC, nc.
Weston, Sammy (Green Derby) Cleveland, O., nc.
Weylin Knightcaps (Weylin) New York, h.
White, Danny (Chez Maurice) Montreal, nc.
White, Hal C. (Paramount) Ft. Worth, Tex., 20-26, t.
White, Jack (18 Club) NYC, nc.
White, Lawrence (Mon Paris) NYC, nc.
White, Lawrence (Sapphire Room) NYC, nc.
White, Eddie (Yacht Club) Chi, nc.
White, Teddy (Normandie) New York, nc.
White's Maniacs (Cotton Club) NYC, nc.
Whitney, Gloria (Astor) NYC, h.
Wicke, Gus (Gay Nineties) NYC, nc.

Wickse Bros. & Armida (Shea) Toronto 23-25; (Loew) Montreal 26-Dec. 1, t.
Wilkins & Walters (Ambassador Albany, N. Y., nc.
William, Robert (London Casino) London, nc.
Williams, Billy (Maj.) Seligman, Mo., t.
Williams, Cookie (Small's Paradise) NYC, cb.
Williams, Corky (Caliente) NYC, nc.
Williams, Rosetta (Kit Kat) NYC. nc.
Williams, Rubberlegs (Leon & Eddie's) NYC, nc.
Wilson, Beth (Astor) NYC, h.
Wilson, Derby (Boston) Boston 23-26, t.
Winehill, Cliff (Arrowhead Inn) Cincinnati, nc.
Winston, Doris (18 Club) NYC, nc.
Withers, Chas., & Co. (Capitol) Washington, D. C., 23-26, t.
Winthrop, Dale (Palmer House) Chi, h.
Wodell, Lois (Elysee) NYC, h.
Wolf Sisters (Brightview) Rochester, N. Y., nc.
Wolfe, Tiny (New Yorker) NYC, h.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wood, Elenore (Teatro Encanto & Rumba) Havana, nc.
Woods, Ann (Paradise) NYC, re.
Woods & Bray (Royale Frolic) Chi, c.
Woolsey & Wanda (Fior D'Italia) Modesto, Calif., ro.
Worth, Wyle & Howe State-Lake) Chi, t.
Wright, Cobina (Pierre) NYC, h.
Wright, Edyth (Kenmore) Albany, N. Y., h.
Wynn, Natalie (Club Deauville) NYC, nc.

Y

Young, Irwin (Valhalla) NYC, nc.
Young, Olive (Benny the Bum's) Phila, nc.
Youngman, Henry (Yacht Club) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

Z

Zanette & Coles (Morrison) Chi, h.
Zee-Zee, Mlle. (Leon & Eddie's) NYC, nc.
Zelaya, Don (Riverside) Milwaukee, t.
Zudella & Company (Wagon Wheel) Lansing,

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adcock, Jack: (College Inn) Phila, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Allen, Dick: (Crystal) Cumberland, Md., nc.
Altmiller, Jess: (Palumbo's) Phila, cb.
Ambrose, Tony: (Clove) Youngstown, O., nc.
Andrews, Gordon: (18 Club) NYC, nc.
Angelo, Mack: (Venezia) NYC, c.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Arnheim, Gus: (Netherland Plaza) Cincinnati, h.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Aristocrats of Rhythm: (Palmer House) Chi, h.
Atkins, Horace: (Rainbow Inn) Monroe, La., nc.
Autenreith, Ruth: (Union Grill) Pittsburgh, nc.

B

Bannen, Al: (Book Cadillac) Detroit, h.
Bartel, Jean: (Dubonnet) NYC, re.
Bartha, Alex: (Steel Pier) Atlantic City, b.
Basie, Count: (Grand Terrace) Chi, nc.
Bass, Paul: (Gabriel's) NYC, re.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Tantella Gardens) Richmond, Va., nc.
Bender, Val: (Blue Moon) Tulsa, Ariz., b.
Bennett, Dixie: (The Oaks) Winona, Minn., nc.
Benson, Ray: (Plaza) NYC, h.
Berger, Jack: (Leon & Eddie's) NYC, nc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Stanley) Pittsburgh, t.
Betancourt, Louis: (Brass Rail) NYC, re.
Bilger, Bill: (Yorktown Tavern) Elkins Park, Pa., nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blake, Ted: (Ritz) Pittsburgh, h.
Blackwell, Freddy: (General Brock) Niagara Falls, Canada, h.
Boroff, Mischa: (Morocco) Mountainside. N. J., nc.
Boulanger, Charles: (Coffee Dan's) NYC, nc.
Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.
Braggiotti, Mario: (Pierre) NYC, h.
Brandwynne, Nat: (Essex House) NYC, h.
Brenner, Bernie: (Village Casino) NYC, nc.
Breinholt, Verdi: (White City) Ogden, Utah, b.
Britt, Ralph: (Half Moon) Tulsa, Okla., nc.
Britton, Frank: (Penthouse) Baltimore, nc.
Brock, George: (Gotham) NYC, h.
Brown, Tom: (Bal Tabarin) San Francisco, nc.
Bryden, Betty: (Eastern Star) Detroit, c.
Bryant, Willie: (Ubangi) NYC, cb.
Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc.
Bunchuk, Alex: (Sherry-Netherland) NYC, h.
Bundy, Rudy: (Flamingo Room of Lavaggi's) Boston, nc.
Burk, Roger: (Francis Drake) San Francisco, h.
Busse, Henry: (Chez Paree) Chicago, nc.
Butteau, Herb: (Guyons Paradise) Chi, b.
Byard, George: (LaSalle Club) Los Angeles, nc.

C

Calloway, Cab: (Cotton Club) NYC, nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Cappella, Ray: (Orlando) Springfield, O., nc.
Carrasco, Ramon: (Club Gaucho) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Chaikin, Louis: (Hofbrau) Camden, N. J., re.
Clair, Paul: (Browning Lane Inn) Bellmar, N. J., ro.
Cleff, Pat: (Brightview) Rochester, N. Y., nc.
Clemente: (Versailles) NYC, nc.
Codelban, Cornelius: (St. Regis) New York, h.
Coleman, Emil: (St. Regis) NYC, h.
Conrad, Lew: Cocoanut Grove) Boston, nc.
Cooper, Jack: (Streets of Paris) Phila, nc.
Cortez, Jose: (Congress) Chi, h.
Craig, Mel: (Flezmann's) Brooklyn, re.
Crandall, Clair: (Wagner) Bath, N. Y., h.
Crawford, Jack: (Gen. Motors Bldg.) Texas Expo., Dallas.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Crocker, Mel: (Torch) Cleveland, O., nc.
Crocket, Mac: (Lucky Eleven) Baltimore, nc.
Cromwell, Chauncey: (Darling) Wilmington, Del., h.
Crosby, Bob: (Nicollet) Minneapolis, h.
Cugat, Xavier: (Stevens) Chicago, h.

D

D'Arcy, Phil: (Shelton) NYC, h.
Dantzig, Eli: (St. George) Brooklyn, h.
Dare, Ronald: (Hilton) El Paso, Tex., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Datsko, Yasha: (Russian Art) NYC, re.
Daugherty, Doc: (Babette's) Atlantic City, cb.
Davy, Arthur: (Cotton Club) NYC, cb.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
De Babary, Joska: (Biltmore) NYC, h.
DeLange, Hudson: (State) Boston, b.
DeRose, Tommy: (Holland Tavern) NYC, nc.
De Salvo, Emile: (L'Aiglon) Chi, c.
Delmar, Jack: (La Casa) Phila, b.
Dibert, Sammy: (Webster Hall) Detroit, h.
Diggen, Carl: (Casino) Memphis, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Dolens, Bernie: (Sherry's) NYC, re.
Donahue, Al: (Paramount) NYC, t.
Donaljon Boys: (Lawrence) Erie, Pa., h.
Dorsey, Tommy: (Mayfair Casino) Cleveland, nc.
Duchin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

E

Eaves, Jack: (Copley Plaza) Boston, h.
Edmund, George: (Loyale) NYC, c.
Engel, Freddy: (University Grill) Albany, N. Y., c.
Erlenbach, Les: (Arrowhead Inn) Cincinati, nc.

F

Fairfax, Frankie: (Ubangi) Phila, nc.
Familant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.
Farley-Riley: (Hickory House) NYC, re.
Farmer, Will: (Leon & Eddie's) NYC, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Fisher, Jack: (Steuben) Boston, h.
Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
Fomeen, Basil: (Ritz-Carlton) NYC, h.
Francisco, Don: (Centennial) Dallas, Tex.
Fray, Jacques (St. Regis) NYC, h.
Freed, Carl: (Pal.) Chi, t.
Freeman, Jerry: (Paradise) NYC, cb.
Frisco, Sammy: (Thompson's 16 Club) Chi, nc.
Funk, Larry: (Chez Maurice) Dallas, nc.

G

Gaines, Charlie: (Parrish) Phila, nc.
Gallagher, Jimmy: (Round-Up) Boston, nc.
Gendron, Henri: (Bouche's) Dallas, nc.
Gentry, Tom: (Claridge) Memphis, h.
Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilbert, Jerry: (Montauk Grill) Brooklyn, N. Y.
Gilberto, Don: (Toreador) New York, nc.
Goho, Billy: (Checker Box) Buffalo, c.
Godoy: (Bali) NYC, c.
Goetz, Al: (Golden Grill) Rochester, N. Y., nc.
Golden, Neil: (Piccadilly) NYC, h.
Goodman, Benny: (Pennsylvania) NYC, h.
Gordon, Herb: (Peabody) Memphis, Tenn., h.
Gorner, Mishel: (Murray Hill) NYC, h.
Gotthelf, Manfred (Jermyn) Scranton, Pa., h.
Graff, Johnny: (Chez Michaud) Phila, re.
Gray, Glenn: (Congress Hotel) Chi, h.
Grayson, Bob: (Brown Place Palace) Denver, h.
Green, Marty: (Variety) NYC, nc.
Greer, Eddie: (Carlisle Club) Pittsburgh, nc.
Griffin, Jack: (Little Rathskeller) Phila, nc.

H

Hail, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi, nc.
Hall, George: (Taft) New York, h.
Hallet, Mal: (Commodore) NYC, h.
Halstead, Henry: (Cocoanut Grove) Washington, D. C., nc.
Hamilton, George: (Waldorf-Astoria) NYC, h.
Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.
Hampton, Jack: (Palace Gardens) Lansing, Mich., 23-29, c.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hauser, Johnny: (Brass Rail) NYC, re.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Lou: (Centennial) Dallas, Tex.
Harrisonian: (Madrid) Harrisburg, br.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Hart, Ray: (Du Pierrot's) NYC, nc.
Hayden, Lee: (New Penn) Pittsburgh, nc.
Hayes, Bobby: (Edison) NYC, h.
Hays, Billy: (Studio) Phila, b.
Hendrick, Warren: (Bali) NYC, c.
Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.
Hill, Teddy: (Ubangi) New York, nc.
Hoagland, Everett: (El Patio) San Francisco, b.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoffman, Earl: (Bon Air) Chi, cc.
Hoffner, Mildred: (Show Bar) Forest Hills, Long Island, N. Y., cb.
Holmes, Herbie: (Casina) Greenville, Miss., nc.
Holst, Ernie: (El Morocco) NYC, nc.
Hope, Hal: (Montclair) NYC, h.
Hugo, Victor: (Open Door) Phila, nc.
Humphries, Charlie: (Oasis) NYC, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Glenn: (Paradise) NYC, nc.

I

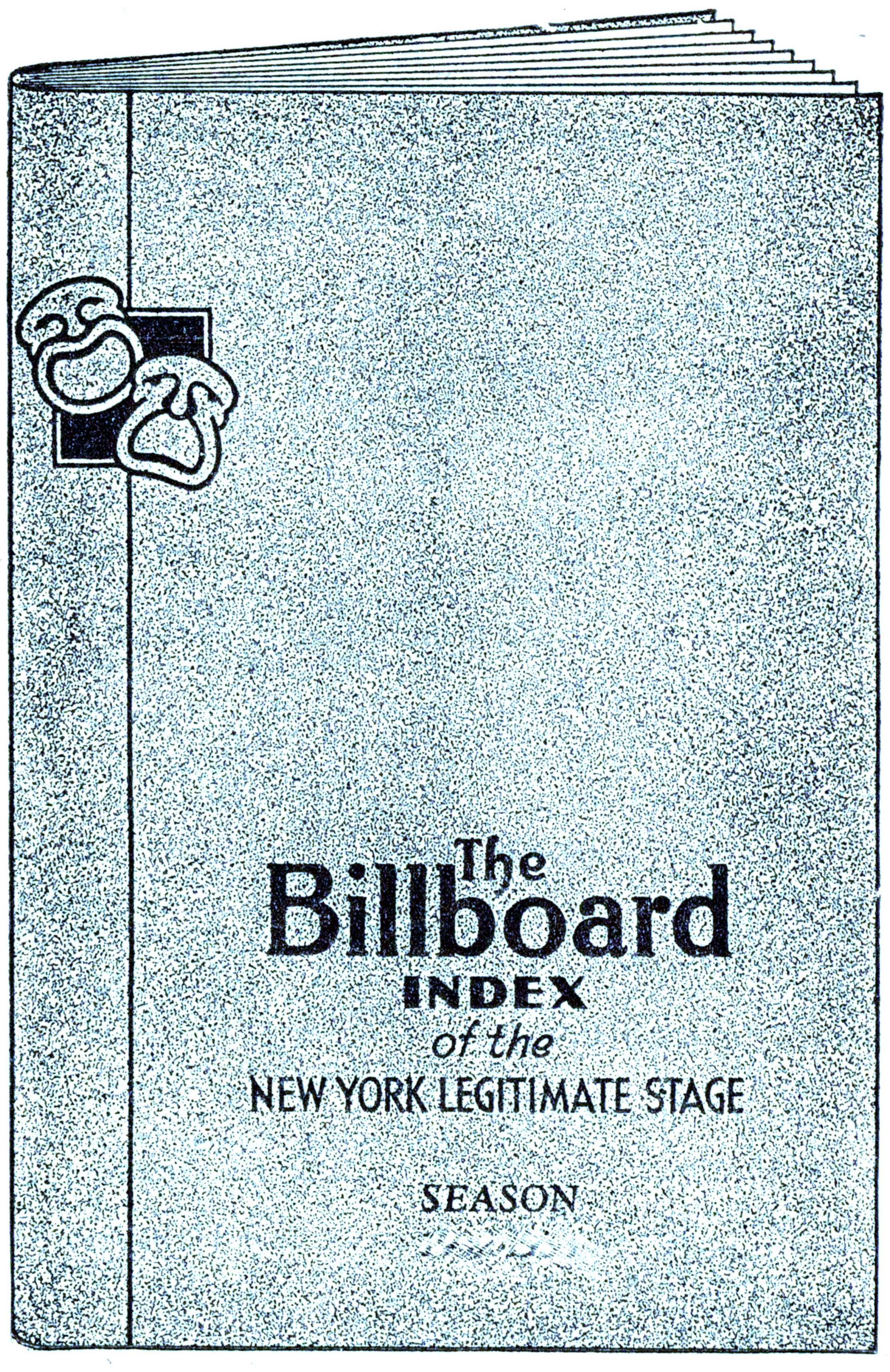
Imperial Trio: (Imperial) NYC, h.

J

Jelesnik, Eugene: (Savoia) NYC, re.
Johnson, Jerry: (New Kenmore) Albany, h.
Juele, Frank: (Bellevue-Stratford) Phila., h.
Jurgens, Dick: (Drake) Chi, h.

K

Kane, Jimmie: (De Witt Clinton) Albany, h.
Kassel, Art: (Cosmopolitan) Denver, h.
Katz, Mickey: (Roosevelt) Pittsburgh, h.
Kavelin, Al: (Blackstone) Chi, h.
Kay, Roget: (Ambassador) Atlantic City, h.
Kaye, Sammy: (Bill Green's) Pittsburgh.
Keates, Henri: (Gay Nineties) Chi. nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kemp, Hal: (Arcadia) Phila, re.
Kent, Joe: (Waterfront) Boston, nc.
Kimball, Ellis: (Topsy's Roost) San Francisco, nc.
King, Henry: (Casa Del Mar) Santa Monica, Calif., nc.



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Klein, Jules: (Statler) Detroit, h.
Knight, Harold: (Adelphi) Phila, h.
Koretzky, Boris: (Original Maisonette Russe) NYC, nc.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Kurx, George: (Corso) NYC, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kuhn, Richard: (Flerenze) NYC, re.
Kushner, Harry: (Roumanian Rendezvous) NYC, nc.

L

La Marr, Frank: (Arcadia) NYC, b.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lally, Howard: (Fifth Avenue) NYC, h.
Lande, Jules: (St. Regis) NYC, h.
Lane, Eddie: (Vanderbilt) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat Club) Chi, nc.
LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
LeBrun, Duke: (LaSalle) South Bend, Ind., h.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
Lazaro, Leo: (Place Elegante) NYC, nc.
Leali, Lee: (Greywolf Tavern) Youngstown, O., nc.
Leonard, Irwin: (Samson House) Phila, re.
Levant, Phil: (Bismarck) Chi, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolics) Chi, nc.
Lofner, Carol: (Baker) Dallas, h.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
Lopez, Vincent: (Astor) NYC, h.
Lucas, Clyde: (Met.) Boston, t.
Lyman, Abe: (New Yorker) NYC, h.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Plaza) NYC, h.
McDaniels, Henry: (Governor Clinton) NYC, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McGill, Billie: (Duffield Bar) Detroit, nc.
McGrew, Robert Fletcher: (LaSalle) Chi, h.
McHale, Jimmy: (Brown Derby) Boston, nc.
McKenzie, Red: (Du Pierrot) NYC, re.
Mack, Austin: (Harry's New York Bar) Chi, nc.
Mack, Ed: (Martin's Tavern) Lima, O., nc.
Maitland, Johnnie: (Claridge) Memphis.
Mallory, Eddie: (Boston) Boston, t.
Mamman, Steve: (Riviera Club) Averhill Park, NYC, nc.
Mann, Milt: (Village Barn) NYC, nc.
Manning, Sam: (Seneca Terrace) Rochester, N. Y., nc.
Mannone, Wingy: (Famous Door) Hollywood, nc.
Manuti, Al: (Man About Town) New York, re.
Manzanares, Jose: (Centennial) Dallas, Tex.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Mariani, Hugo: (Ritz-Carlton) NYC, h.
Mario, Don: (Embassy) Atlanta, Ga., nc.
Marshall, Kaiser: (Ubangi) NYC, nc.
Marsico, Al: (Plaza) Pittsburgh, c.
Martel, Gus: (Stork Club) NYC.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddy: (Trianon) Chi, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Martone, Johnny: (Semler) Akron, O., h.
Martucci, Tony: (Maria's) NYC, nc.
Mauro, Hal: (Hartman's) Brooklyn, N. Y., re.
Mayhew, Nye: (Statler) Boston, h.
Maynard, Jack: (Golden Pheasant) Jamestown, N. Y.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Mazie & Her Boys: (St. Hedwigs) Elizabeth, N. J., b.
Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Paul: (Villa Moderne) Chi, nc.
Meroff, Benny: (Roosevelt) New Orleans. La., h.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miles, Jack: (Roosevelt) Pittsburgh, h.
Millinder, Lucky: (Savoy) NYC, b.
Mills, Dick: (El Coronado Club) Houston, Tex.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Minor, Frank: (Barrel of Fun) NYC, nc.
Monroe, Jerry: (Danny's Stage Door) West Hemstead, L. I.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.
Moss, Joe: (Elysee) NYC, h.
Munro, Hal: (College Inn) Chi, c.

N

Navara, Leon: (Roosevelt) New Orleans, h.
Navarre, Ted (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Nichols, Frank: (Riverside Club) Riverside, N. Y., nc.
Nichols, Red: (Hickory House) NYC, re.
Nodzo, George: (Reins Rendezvous) Tupper Lake, N. Y., nc.
Noel, Jimmy: (Village Grove Nut Club) NYC, nc.
Norris, Stan: (Merry Gardens) Chi, b.
Noury, Walt: (Roma) Haverhill, Mass., re.
Norvo, Red: (Blackhawk) Chi, c.

O

O'Hare, Husk: (Bali Bali) NYC, nc.
Ohman, Phil: (Trocadero) Hollywood
Olson, George: (Edgewater Beach) Chi, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Owens, Bob: (Minikahda) Minneapolis, Minn., cc.

P

Padern, Sid: (Plaza) Brooklyn, N. Y., re.
Padula, Vincent: (18 Club) NYC, nc.
Paige, Pauleene: (Little Ritz) Center Square, Pa., c.
Pajer, Val: (Steven's) Brooklyn, re.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Lee: (Grande) Wilmington, Del., c.
Panico, Louis: (Oriental Gardens) Chi, re.
Papalia, Russ: (Club Crystal) Natchez, Miss., nc.
Parress, Eddie: (1214 Club) Phila, nc.
Patone, Mike: (Ambassador) Albany, N. Y., nc.
eary, Bob: (Hotel Graemere) Chi, h.
aro, Dick: (Monte Rosa) NYC, re.
Pendarvis, Paul: (William Penn) Pittsburgh, h.
Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
Petti, Emil: (Savoy Plaza) NYC, h.
Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.
Phoenix Commanders: (Queen Mary) NYC, re.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Pollack, Ben: (Sebastian's Cotton Club) Los Angeles, nc.
Prima, Louis: (Blackhawk) Chi, re.
Pryor, Roger: (College Inn) Chi, re.

R

Raginsky, Mischa: (Commodore) NYC, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rand, Lou: (Bali) NYC, c.
Ransdall, Slatz: (Silver Slipper) Memphis, nc.
Raphael Jr.: (Park Lane) NYC, h.
Ravel, Arthur: (Bossert) Brooklyn, N. Y., h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (The Casino) Chi, nc.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reser, Harry: (Biltmore) Providence, h.
Resh, Benny: (Orlando) Decatur, Ill., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rice, Arline: (Town Tavern) Cleveland, O., nc.
Richardson, Florence: (Zit's Little Casino) NYC, nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rixon, George: (Gabriel's) NYC, re.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
Rodriguez, Chago: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Roland, Will: (Schenley) Pittsburgh, h.
Romano, Phil: (Jack Dempsey's) NYC, re.
Rosen, Tommy: (Wisteria Garden) Atlanta, c.
Rosenthal, Harry: (LeMirage) NYC, nc.
Russo, Danny: (Indiana) Indianapolis, b.

S

Samuels, Joe: (Embassy) Atlanta, nc.
Sanabria, Juanito: (Marta's) NYC, re.
Saunders, Joe: (Gibson) Cincinnati, h.
Scoggin, Chic: (El Tivoli) Dallas, nc.
Sears, Carl: (Paramount Childs) NYC, re.
Septeto, Canto: (San Souci) Havana, nc.
Shevlin, Pat: (Pierre's) Phila, re.
Simmons, Lonny: (Black Cat) NYC, nc.
Smith, Joseph C.: (Montparnasse) NYC, nc.
Smith, Stuff: (Onyx) NYC, nc.
Smith, Willie: (Man About Town) NYC, nc.
Snyder, Dick: (Colonial) Jackson, Miss., nc.
Snyder, Floyd: (Schneider's Garden Cafe) Detroit.
Snyder, Mel: (Gibson) Cincinnati, h.
South, Eddie: (French Casino) NYC, cb.
Stabile, Dick: (Lincoln) New York, h.
Stanley, Stan: (Star Dust Club) Chattanooga, Tenn.
Staulcup, Jack: (Arcadia) St. Louis, b.
Steck, Gus: (Chanticler) Millburn, N. Y., nc.
Steele, Blue: (Centennial) Dallas, Tex.
Steele, Leo: (Chateau) Phila, nc.
Stelt, Marvel: (Utah) Salt Lake City, h.
Sten, Eleanor: (20th Century) Phila, nc.
Sterney, George: (St. Moritz) NYC, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stone, Jess: (Clover) NYC, nc.
Strollers, The: (Chateau Moderne) NYC, nc.
Stuart, Al: (Clover) NYC, nc.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T

Talge, Tommy: (Walber's) Essington, Pa., ro.
Taylor, Art: (Bartlett's) Rochester, N. Y., nc.
Terry, Frank: (McVan's) Buffalo, N. Y., nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Lang: (New Plaza) St. Louis, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tomson, Ellis: (Zelli's) NYC, nc.
Tormey, Bob: (Casa Loma) South Bend, Ind., nc.
Toyer, Vincent: (La Casina) Jamaica, L. I., nc.
Trace, Al: (Sherman) Chi, h.
Trafton, Johnnie: (Eldorado) Detroit, nc.
Tramp Band: (Cotton Club) NYC, cb.
Trask, Clyde: (Lookout House) Covington, Ky., nc.
Travers, Vincent: (French Casino) NYC, cb.
Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
Tucker's Kings of Syncopation: Mahoney's Palace Cafe) Hartford, Conn.
Tuttle, Elisha: (Le Mirage) NYC, nc.

V

Vallee, Rudy: (State) NYC, t.
Van Olman: (Congress) Chi, h.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Velas, Esther: (Roosevelt) NYC, h.

W

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wallis, Jack: (Yacht Club) NYC, nc.
Warmack, Captain: (Vendome) Buffalo, N. Y., h.
Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
Warren, Arthur: (Hollywood) NYC, cb.
Warren, Frank: (Cocoanut Grove) Phila, nc.
Watkins, Ralph: (Riviera) Fort Lee, N. J., cb.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Neil: (Lewiston) Lewiston, Mich., b.
Whalen, Jimmy: (Bertolotti) NYC, cb.
Whidden, Jay: (Washington-Youree) Shreveport, La., h.
Widmer, Bus: (Ben Lomond) Ogden, Utah, h.
White, Dave: (Oasis Grill) New York City, re.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Wiener, Michael: (Old Roumanian) NYC, re.
Wiley, Hod: (Braznell) Miami Beach, Fla., h.
Williams, Emerson: (Lido Club) Youngstown, O., nc.
Williams, George: (Little Hofbrau) Canton, O., nc.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Williams, Roy: (Cabin Club) Cleveland, nc.
Wilson, Les: (3 o'Clock) Brooklyn, nc.
Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc.
Winton, Barry: (Sapphire Room) NYC, nc.
Wintz, Julie: (Top Hat) Union City, N. J., nc.
Wolohan, John: (Wolohan's) San Francisco, b.
Woodburry, By: (Semloh) Salt Lake City, h.

Y

Yates, Billy: (Show Boat) Pittsburgh, nc.

Z

Zarin, Michael. (Waldorf-Astoria) New York,
Zarnow, Ralph: (Kit Kat) Des Moines, Ia., nc.
Zatour, Joseph: (Larue's) NYC, re.
Zelman, Rubin: (Caravan) NYC, nc.
Zollo, Leo: (Walton) Phila, h.
Zwolin, Ted: (Jake McKevitch Bar) Detroit.

DRAMATIC AND MUSICAL

Blossom Time: (Royal Alexandra) Toronto 23-28; (Hanna) Cleveland 30-Dec. 5.
Boy Meets Girl: (Orph.) Kansas City 23-28.
Boy Meets Girl: (Plymouth) Boston 23-28.
Call It a Day: (Grand) Chi.
Children's Hour: (Hanna) Cleveland 23-28.
Claire, Ina: (American) St. Louis 23-28.
Dead End: (Colonial) Boston.
Draper, Ruth: (His Majesty's) Montreal 26-28.
First Lady: (Cox) Cincinnati 23-28.
Great Waltz: (City Aud.) Jackson, Miss., 25; (Aud.) New Orleans, La., 26-28.
Greenwood, Charlotte: (Selwyn) Chi.
Huston, Walter: (Bushnell Aud.) Hartford, Conn., 26; (Shubert) New Haven 27-28; (Boston O. H.) Boston 30-Dec. 5.
Lady Precious Stream: (Shubert) New Haven, Conn., 24-26; (Court Sq.) Springfield, Mass., 27; (Bushnell Aud.) Hartford, Conn., 28; (Plymouth) Boston 30-Dec. 5.
Mulatto: (Biltmore) Los Angeles 23-28.
Naughty Marietta: (Ford) Baltimore 23-28; (National) Washington, D. C., 30-Dec. 5.
New Faces: (Shubert) Boston 23-Dec. 5.
Night of January 16: (Nixon) Pittsburgh 23-28.
Prelude to Exile: (Chestnut St.) Phila 23-28.
Pride and Prejudice: (Cass) Detroit 23-28.
San Carlo Grand Opera Co.: (Wilson) Detroit 23-28.
Scandals: (Erlanger) Atlanta, Ga., 27-28.
Show Is On: (Forrest) Phila 23-Dec. 5.
Tobacco Road: (Erlanger) Phila 23-28.
Wingless Victory: (National) Washington, D. C., 23-28; (Nixon) Pittsburgh 30-Dec. 5.
You Can't Take It With You: (McCarter) Princeton, N. J., 28.

INDEPENDENT BURLESK

Ballyhoo: (Gayety) Detroit 23-28; (Capitol) Toledo, O., 30-Dec. 5.
Beauty Parade: (Gayety) Minneapolis 23-28; (President) Des Moines, Ia., 30-Dec. 5.
Dizzy Dames: (Howard) Boston 23-28; (Jacques) Waterbury, Conn., 30-Dec. 5.
Garden of Girls: (Gayety) Washington, D. C., 23-28; (Hudson) Union City, N. J., 30-Dec. 5.
Gayety Girls: (Gayety) Buffalo 23-28; (Casino) Toronto 30-Dec. 5.
Ha-Cha: (Casino) Pittsburgh 23-28; (Gayety) Baltimore 30-Dec. 5.
Hindu Belles: (President) Des Moines, Ia., 23-28; (Garrick) St. Louis 30-Dec. 5.
Hi-Flyers: (Garrick) St. Louis 23-28; (Princess) Youngstown, O., 30-Dec. 3.
Modes and Models: (Gayety) Baltimore 23-28; (Gayety) Washington, D. C., 30-Dec. 5.
Red Hot: (Trocadero) Phila 23-28; Allentown, Pa., 30-Dec. 1; Harrisburg 2; Reading 3-4; Williamsport 5.
Red Rhythm: (Rialto) Chi 23-28; (Gayety) Minneapolis 30-Dec. 5.
Scan-Tees: (Capitol) Toledo, O., 23-28; (Roxy) Cleveland 30-Dec. 5.
Scan-Dolls: (Hudson) Union City, N. J., 23-28; (Howard) Boston 30-Dec. 5.
Snyder's, Bozo, Show: (Rialto) Chi 30-Dec. 5.
Speed and Sparkle: (Empire) Newark, N. J., 23-28; (Trocadero) Phila 30-Dec. 5.
Steppin' Stars: (Princess) Youngstown, O., 27-29; (Casino) Pittsburgh 30-Dec. 5.
Too Hot for Paris: Harrisburg, Pa., 25; Reading 26-27; Williamsport 28; (Gayety) Buffalo 30-Dec. 5.
Vaniteasers: (Jacques) Waterbury, Conn., 23-28; (Empire) Newark, N. J., 30-Dec. 5.
Wine, Woman and Song: (Miles Royal) Akron, O., 23-24; (Gayety) Detroit 30-Dec. 5.

MISCELLANEOUS

Baughman's Traveltours: St. Cloud, Fla., 26-27; Plant City 30; Auburndale Dec. 1; Lakeland 2; Dade City 3-4.
Bragg Bros.' Show: S. Troy, Vt., 23-28.
Daniel, Magician: Wanatah, Ind., 23-28.
DeCleo, Magician: (O. H.) Larue, O., 25.
Dressen's Circus Capers: Gulfport, Miss., 25-26; New Orleans, La., 27-30.
Fred's Kiddie Circus: Wichita, Kan., 23-28.
Kaylo, Magician: Oregon, Ill., 26; Pecatonica 27-28.
Long, Leon, Magician: Dothan, Ala., 25-27; Blakely, Ga., 28; Albany 29-30; Moultrie Dec. 1-2; Tifton 3; Fitzgerald 4.
Marine-Firestone Co.: Corpus Christi, Tex., 23-28.
Mel-Roy, Magician: Wickenburg, Ariz., 26; Blythe, Calif., 27; Indio 28; Brawley 30; El Centro Dec. 1; Calexico 2; Hemet 3; Elsinore 4; Riverside 5.
Miller's, F. W., Museum: El Dorado, Ark., 23-28.

(See ROUTES on page 118)

ACCEPTANCE——

(Continued from page 10)

transcription campaign, presenting some of radio's most popular talent, while Chevrolet, encouraged by unprecedented sales increases, renewed its program, this time presenting Rubinoff, a star in his own right, and many prominent guest artists. The lid was off as far as any hesitancy in placing radio's big names on transcriptions was concerned—just one more element in the rising tide of favor which recorded programs now enjoy.

Electrical transcriptions, however, have not been divorced from their original purpose—that of serving radio's "middle men," limited advertisers with moderate budgets, manufacturers with a dealer problem and radio stations without network service but with a very definite program problem. Today there are successful transcription campaigns of a straight musical or dramatic type costing very little money to produce. Procter & Gamble, tho one of the largest users of radio advertising, has several transcription programs which demonstrate this point.

A better example of the true "middle fellow" is the American Washing Machine Manufacturers' Association. This trade organization at the expiration of NRA found that it had $25,000 in unused assessments which could properly be used for advertising. How to use it most effectively? The advertising agency in charge called in World Broadcasting System, and a series of five-minute transcriptions, *Helpful Harry's Household Hints*, was produced and placed on 30 stations. In smaller markets dealers might buy their own time and the association would provide them with the program free of charge. Beginning in August, 1935, the transcriptions were broadcast twice a week, in the daytime, to reach a large, interested audience of housewives at low cost. Results were phenomenal. September showed the highest unit sales in the history of the washing machine industry. The 13-week campaign brought in over 200,000 requests for a booklet offered on the program. After the usual slack winter period the campaign was renewed. Sales again reached new all-time highs, and association figures recently published indicate that washing machine sales for the first nine months of 1936 have surpassed all previous records.

* * *

Besides providing flexibility and adaptability to the problem presented by a small appropriation, this campaign was remarkable in attesting to the sales effectiveness of well-transcribed programs. It proves that tremendous strides have indeed been made in the transcription industry, that listeners no longer listen with their prejudices, but with their ears and pocketbooks. That's all advertisers have needed (proof of the pudding) to encourage more of them to use more radio time more wisely by the selective broadcasting method.

The sum and substance of this changing trend was a 20 per cent increase in national transcription sponsorship in 1935. With Chevrolet, Ford, Philco, General Electric, Kroger, duPont, Plymouth, Studebaker, Procter & Gamble and Sterling Products setting the pace, transcription volume in 1936 is another 50 per cent higher than the first half of 1935. During the same period World's commercial hours jumped from 6,254 to 15,050. On the basis of these figures, plus new business now being booked for the fall, it is safe to predict that the value of electrical transcription time purchased by national advertisers in 1936 will exceed $10,000,000.

In spite of this record increase electrical transcriptions have not gone, cannot afford to go "high-hat." Even tho many of the largest users are the great corporations named above, these transcription campaigns are intended to do a two-fisted selling job. Some are dealer co-operative efforts, while others are designed to supplement network radio and other advertising. Some are test campaigns trying out new programs or introducing new products. Electrical transcriptions offer the advertiser "pants to match the coat"—coverage to suit his budget, sales or distribution problems.

These are the factors that have built the transcription industry—final and complete understanding of the true purpose for which the far-sighted few have fought, unqualified acceptance of a worthy product by radio stations, advertisers and listeners alike. When we see what happened to vaudeville and the stage with the advent of motion pictures it is difficult to see how broadcasting can completely prosper or expand on the broader base necessary for future security without full confidence in and support of the electrical transcription industry.

"The Garden of Allah"

(UNITED ARTISTS)

TIME—80 minutes.

RELEASE DATE—November 20.

PLOT—A monk in a Trappist monastery in Northern Africa throws aside his sacred vows and escapes into the world, seeking solace in the Sahara Desert. He is troubled by his deed until he meets a girl who is troubled also, but only by her inability to enjoy the world, love, etc. They fall deeply in love, but the shadow of his deed, unknown to the girl, disturbs their love frequently. At last he is exposed by a well-wisher of the girl, and they realize that the only thing for him to do is right himself with God. It's a sorrowful ending. He returns to the monastery.

CAST—Marlene Dietrich and Charles Boyer, starring; Basil Rathbone, C. Aubrey Smith, Joseph Schildkraut, Lucille Watson, Tilly Losch, John Carridine, Alan Marshall and Henry Brandon. All excellent, with Schildkraut in features lineup stealing plenty of thunder.

DIRECTOR — Richard Boleslawski. Brilliant treatment of so delicate a romance. Hampered, tho, by monotony of plot.

AUTHORS—Screen play by W. P. Lipscomb and Lynn Riggs from book by Robert Hichens. Not a worthy screen subject. All love and no action makes for a dull pix.

COMMENT—Too heavy for average consumption. All-romance theme makes it slow and dull. Technically beautiful, taking in technicolor, acting, direction, etc.

APPEAL—Limited to sparse audiences of so-called arty instincts.

EXPLOITATION — Contact religious societies, plug technicolor, and, of course, play up Dietrich and Boyer.

"Go West Young Man"

(PARAMOUNT)

TIME—77 minutes.

RELEASE DATE—November 13.

PLOT—Mavis Arden, glamorous movie star, is on the way to make her final personal appearance of a long vaude tour when her car stalls. She has to spend the evening at a country boarding house. With her shrewd press agent trying to keep her out of trouble (and bad newspaper publicity) she goes for a muscular fellow; and the press agent, in turn, goes nutty trying to break up the romance. It all winds up with the star (Mae West) finally leaving the house and going into a clinch with the love-stricken p. a.

CAST—Mae West, Warren William, Randolph Scott, Lyle Talbot, Alice Brady, Isabel Jewell (who is swell as a google-eyed movie fan), Elizabeth Patterson, Margaret Perry, Etienne Girardot.

DIRECTOR—Henry Hathaway, who does a pretty good job.

AUTHORS—Screen play by the same Mae West, adapted from Lawrence Riley's play, *Personal Appearance*.

COMMENT—Done on the stage superbly with Gladys George as star, this comedy isn't so hot on the screen. True, it's studded with choice wisecracks, and it's full of Mae Westian flouncing-around, but the direction permits Mae to hog the screen so much that the plot is almost lost sight of. Miss West plays a stereotyped Mae West and hardly gives the big role the subtlety it deserves.

APPEAL—The usual hordes of West fans ought to go for this, for Mae doesn't let them down.

EXPLOITATION—Mae West and the successful-Broadway-play angle.

"Wedding Present"

(PARAMOUNT)

TIME—81 minutes.

RELEASE DATE—October 9.

PLOT—Another instance of films maligning the Fourth Estate. This time the star reporter becomes city editor, and his sweetheart, who is also the sheet's sob sister, sets out to show him his place. She sends him out on false leads, paints hearts all over his office, and eventually decides to marry another man. This is prevented when the original sufferer sets a series of false alarms, getting the gal for himself in the end. A highlight is the fact that the reporter scoops the town on an important wedding, rescues a gangster from drowning and saves the survivors of a shipwreck by swiping a plane and flying to them, all in a single day.

CAST—Cary Grant, Joan Bennett, George Bancroft, Conrad Nagel, Gene Lockhart, William Demarest, Inez Courtney, Edward Brophy, Purnell Pratt and George Meeker. Bennett's performance is, if possible, even worse than her average. Grant could be improved upon, too. Bancroft, Nagel, Lockhart and Meeker do good work.

DIRECTOR — Richard Wallace. He seemed to slap everything together as it came, but at least he kept things moving.

AUTHOR—Adapted from a short story by Paul Gallico. Certainly Gallico must have known better.

COMMENT — Lightweight, ridiculous and occasionally annoying—yet it packs its quota of laughs, and on the whole is a pleasant enough session.

APPEAL—Upper brackets—in a pinch.

EXPLOITATION — The long-suffering newspaper game will probably have to take it again.

"The Accusing Finger"

(PARAMOUNT)

TIME—71 minutes.

RELEASE DATE—October 9.

PLOT—An argument against capital punishment, based on the frequent fallacy of circumstantial evidence. A district attorney who has a perfect record of convictions quarrels in public with his estranged wife, and then goes to her apartment. While he is there she is killed by a jewel thief and he shoots the thief in the shoulder. The quarrel, his love for his secretary, and the fact that there is a bullet missing from his gun combine to convict him. He is sentenced to death. Meanwhile his secretary and the assistant, who is also in love with her, go out after the real murderer. They find him just in time. The district attorney is so convinced by his own experience (as well he might be) that he gives up the girl to his assistant and goes out to crusade against the death penalty.

CAST—Paul Kelly, Marsha Hunt, Kent Taylor, Robert Cummings, Harry Carey, Bernadene Hayes, DeWitt Jennings and others. Kelly gives a sterling performance in a trite role. Others all okeh.

DIRECTOR—James Hogan. Does his best to make it convincing.

AUTHORS—Screen play by Madelaine Ruthven, Brian Marlow, John Bright and Robert Trasker. A pretty phoney yarn, considering the subject.

COMMENT—Much more could have been done with it.

APPEAL—Lower brackets.

EXPLOITATION—Pros and cons on capital punishment, circumstantial evidence and the like.

"Murder With Pictures"

(PARAMOUNT)

TIME—71 minutes.

RELEASE DATE not given.

PLOT—The guilty defendant in a murder trial is acquitted because of his lawyer and throws a party for the press, at which the attorney is murdered. Suspicion is directed at a lass who lost her fortune at the hands of the villians, but a press photographer falls for her and hides her in his room. Meanwhile a reporter suspects the method of the murder and goes after proof. He gets it, but just as he's about to turn it over to the cops he's killed. He has, however, given a duplicate to a photographer, who comes thru with it at the last minute.

CAST—Lew Ayres, Gail Patrick, Joyce Compton, Paul Kelly, Onslow Stevens, Ernest Cossart and others. Kelly stands out.

DIRECTOR — Charles Barton. Fast-moving.

AUTHORS—Screen play by Sidney Salkow and John C. Moffitt, from a story by George Harmon Coxe. An involved and generally silly yarn, but containing the proper ingredients for a run-of-the-mill mystery.

COMMENT—Will do for the murder addicts.

APPEAL—Mystery fans.

EXPLOITATION — Novel method of committing murder.

"Tarzan Escapes"

(MGM)

TIME—79 minutes.

RELEASE DATE—November 6.

PLOT—Regulation Africa animal-man opus, with Tarzan wrestling animals, flying around on arboreal trapezes and running a willowy love nest in the lofty trees. Love interest in all this hocus-pocus is a paleface gal not the least bit sunburnt by the heat of the tropic sun. Her affections hover between Tarzan and one nice elephant, but she eventually winds up okeh. John Buckler, villain, starts the story off with an expedition into the brush, the purpose of which is the finding of the girl. Thruout it all is a quantity of black-man business and beautiful animal and scenic photography.

CAST—Johnny Weismuller, Maureen O'Sullivan, John Buckler, William Henry, Herbert Mundin, E. E. Clive, Darby Jones and Cheetah. Latter is one good chimpanzee.

DIRECTOR—Richard Thorpe. Good pattern job.

AUTHORS—Based on novel by Edgar Rice Burroughs. Screen play by Cyril Hume.

COMMENT — Swell adolescent stuff, and fair adult draw thru its animal and tropic shots.

APPEAL—Young folk mostly.

EXPLOITATION—Tarzan routine.

"The Yellow Cruise"

(FRENCH M. P. CORP.)

TIME—66 minutes.

RELEASE DATE not given.

PLOT—A pictorial record of the Citroen expedition which went along Marco Polo's ancient route from Beirut, in Syria, across Afghanistan, the Himalayas, the Gobi Desert, thru Asia, winding up in Peiping. Pictures of the entire trip are included. Georges-Marie Haardt, leader of the expendition, died en route. A subsidiary party, starting west from Peiping, was captured by a Chinese war-lord.

CAST—Natives and members of the expedition.

DIRECTOR—Andre Sauvage. He was director of the motion picture division of the expedition. Sticks to a simple pictorial record, but achieves some magnificent photographic effects.

COMMENT—An unexciting travelog, particularly interesting only to those who have an interest anyhow in the territory visited, or to photographic fans.

APPEAL—Class spots only.

EXPLOITATION—Over Marco Polo's route to China.

CLUB CHATTER——

(*Continued from page 17*)

by Halliday and Clark. . . . DOROTHY STAHL, blues singer, added to the Hotel Henry Rathskeller lineup. . . . THE RHYTHM SISTERS, Hal Stanley, Dollie Davis, Sid Magisa and Aleen Dennison holding forth at the Italian Gardens. . . . "SMILING SYD" Givot emseeing the new bill at Jake Klein's Turf Cafe. . . . Lita and Lee, dance team, opened at the Union Grill. . . . THE VERSATILLIANS have been booked by Joe Hiller into the Hotel Henry. . . . MILDRED SEGAL heading the show at the Club Mirador. . . . HARVEY AND ETHEL replaced the Three Phantom Steppers at the Harlem Casino.

Philadelphia:

Nitery warblers turning to radio. NILA TAYLOR and Dot Allison piping into WIP pipes, and Rosaling Stewart canarying with Howard Lanin's crew at WFIL. . . . INTIMATE EMBASSY CLUB adds the song team of Ed Furman and Billy Lorraine to chant intimate ditties. . . . JULIA GARRITY is the newest thrush to join the revue at the 1214 Club. . . . HARRY F. HAHN preparing to celebrate the first anniversary of his Cocoanut Grove December 2, a 100-pound birthday cake already on deck. . . . PALUMBO'S CABARET goes top-heavy in booking the Dancing Quintuplets, heavyweight steppers averaging 250 pounds each. . . . YORKTOWN TAVERN making the floor show a nightly feature, headed by Fil Oakford. . . . BILL BAILEY and Bessie Smith swinging it out at the Ubangi Club. . . . ANTONIO LEONOR and Casino Sola, waltz terps, beginning an engagement at the Silver Lake Inn. . . . DOROTHY CROOKER, novelty dancer, and the Three Andersons, European act, newcomers to the Hotel Adelphia show.

Washington:

HAZELLE AND KLATOFF, ballroomers, continue at the Shoreham, as does Boden, banjo plinker. . . . DURNIA AND KUNYA, Russian terp team, featuring dagger-throwing, are playing a return at the Volga Boatman. . . . KITTY SIMON is now hugging the mike at the Cocoanut Grove. . . . JOSEPH VON KRONER, piano-accordionist, is the current mainstay of Casa Grande's bill. . . . RUSSIAN TROIKA is also featuring a squeezebox, manipulated by Capt. Nick Hope. . . . CARLOS AND CARMENCITA showing their ballroom wares at the Lotus. . . . JOHNNY SHAW and his Sextet furnishing music and novelty entertaining at the Madrillon. . . . HONEY DAVIS is featured singer with Al Sakol's band at La Paree.

Cleveland:

THE SKATING SEASON brings a big play to Fenway's Hall's *Streets of the World*. Johnny Joyce furnishing the music. . . . THE MALL CAFE is newest downtown spot. . . . ANTHONY SILVESTRO, formerly manager of the Little White Cottage, now runs the Park Lane Supper Club. . . . SOUTHERN CLUB is completing new Spanish front decorations. . . . PAUL YEE, at Chin's Golden Dragon, is organizing a Chinese band. . . . DAVE ROBERTS, left-handed banjoist, is at Bill Foo's New China. . . . Pianist Robert Stearns left for the St. Moritz, New York. . . . PRISCILLA BENNETT returns to the Avalon with Hal Raymond's boys. . . . BAL TABARIN is closed, while Phil Gordon plans a new policy. . . . SONNY MITCHELL introduces his syncopaters to Vanity Club patrons. . . . BRENT SISTERS are appearing in the Petite Cafe at the Carter. . . . VIRGINIA GIBSON, coloratura soprano, made a big hit at Freddie's Cafe. . . . BILLIE'S Hasok Club at 37th and Prospect opens when installation of a Kimball organ is completed. . . . FREDDIE CLUP and Frances Day, dancers, make their bow at Monaco's tonight. . . . YOLANDA, at the Hanna Grill, is really Viola Howe, vocalizer.

Here and There:

LOPER AND HAYES have gone into the Mayfair Club, Boston. . . . EASTER AND HAZLETON now at the Bradford Hotel, Boston. . . . FOX AND AMES current at Lavaggi's, Boston. . . . DOROTHY JAMES, singer, has been held over another two weeks at the Embassy Club, Philadelphia . . . WELDON AND HONEY and Mary Jane Walsh booked into the Fieldstone, Scranton, Pa . . . JOHNNY SANNA, of Sanna and Loomis, is now working single at the Borden Inn, Shenandoah, Ia. . . . BUD SWEENEY, current at the Chalfonte, Pinehurst, N. C., leaves for Miami soon. . . . EILEEN O'DAY and John Paul Jones, warblers, added to Bob Grayson band at Brown Palace Hotel, Denver. . . . JOSEPH BROOKS, ex-comedian, has opened a band booking office in Richmond, Va. . . . TOD LIEBLING set by Mills Artists to emsee show at the Muelebach, Kansas City. . . . JACK DAIES, emsee, held over indefinitely at the El Dorado, Detroit. . . . GEORGE PUGET, of the Gus Sun office, has three new Ohio spots—the Mayfair, Lima; the Merry-Go-Round, Akron, and the Torch Club, Canton. . . . KIKI ULBERT, dancer, left for Toronto on the 23d to open at the Club Esquire there.

FEATURED AT the University Grill, Albany, are Yevo and Doro, Harry Garvis and Greta Gale. . . . PEARL FERN and Company are held over at Bob White's Grill, Buffalo. . . . EVA ORTEGA, singer, will play at the Roney-Plaza, Miami, this winter. . . . DOLORES DEL VISO is playing the Sans Souci, Havana. . . . HENRY LEWIS opened at the Old Mission Country Club, Modesto, Calif. . . . BOBBIE LA RUE current at the Plaza, Steubenville, O. . . . TANYA CORTEZ, playing around Columbus, O., is being handled by Curt Galloway . . . LENA GINSTER has opened at the Hyde Park Tavern, St. Louis. . . . ADRA COOPER is at the Chez Paree, New Orleans. . . . MARIA KARSON TRIO are playing the Hotel Fort Hayes, Columbus, O. . . . TANIA AND KIRSOFF are being held over at the Cocoanut Grove, Boston. . . . JOHNNY CAHILL, in his 47th week, is featured at Jack's Grille, Upper Darby, Pa.

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Big Business Is Asked To Give Aid to the Theater

Equity editorial, opening gun in campaign to bring back legit, cites advantages given to other industries by the stage—says backing would be logical move

NEW YORK, Nov. 21.—What may be considered the first gun in the campaign planned by Equity, the League of New York Theaters and the Dramatists' Guild to bring the stage back to its place in the sun was fired this week by Equity in an editorial in the current issue of *Equity Magazine*. Possibly setting the tone of the entire campaign, it indicates that the various theatrical groups will seek outside aid for the theater, basing their plea upon the actual cash benefits derived by other industries from the stage. The general campaign, according to announced plans, is first to center in New York and then to spread to other communities. This is borne out in the editorial, which appeals to big business to aid the theater, stating that no less than $331,000,000 is drawn into New York business coffers each year by the legit field.

"Too long has big business failed to realize that one of its greatest assets is the legitimate theater," says the editorial. "All merchants, all restaurants, all hotel men, even banks, seem to hold to the urbane belief that they are entirely self-dependent for their commercial success, when that is far from the truth.

"Exhaustive survey has shown by actual figures that the gain to the business of the city of New York alone attracted by the legitimate theater is $331,000,000 annually, which cannot be classed as mere pocket money even by Mr. Rockefeller or Mr. Ford!

"On this basis business should wake up to the fact that not only should they give their whole-hearted support to the theater, as a matter of simple reciprocity, but they could well afford to subsidize it, in the last analysis, for their own personal and commercial gain.

"Hotel men, bankers, newspapers, restaurants, night clubs—it extends to the garment makers, shops of every class, the beauty parlors, the barber shops, all transportation lines, including taxicabs, subways, elevated railroads, even the news stands and the bootblacks—they all benefit in plain, hard cash from the influx of visitors.

"And what brings a great many of these visitors to New York City? The moving pictures? They can see them in any small town. The radio? There is one in practically every home, even in the smallest of apartments. No. This is what brings them. The stage!

"New York City business men should become theater conscious. When we have accomplished that desired end we can turn our attention to other cities and try to bring them to a realization of what the legitimate theater would do for them in turn. But for the moment we are concerned with New York, the theatrical center of the country. It is brought home to us every few days when we see newspaper accounts of the visiting public, knowing what they pour into the civic coffer. . . .

"Visitors to New York do not walk to it. They ride on something; according to their means they fly, come on the train, take a bus, drive an automobile. Somebody makes money out of that. Even the gasoline stations and the tire manufacturers profit in the last case. Once here they do not sit on park benches. They sleep somewhere. It is a hotel (unless they're visiting friends). Even then they spend money. They dine out. They do shopping. They see the sights. And each and every night, whether their stay be a few days before flitting on a boat, or extended, before going back home, people do not take a trip and not get any fun out of it. . . .

"The business heads must some day realize where part of their business comes from. The mayor, the Chamber of Commerce, should take notice.

"Why not now? Let them give credit where credit is due. The stage is their best bet; why not treat it as such?"

Shreveport L. T. Breaks Rex

SHREVEPORT, La., Nov. 21.—*Ceiling Zero* opened October 20 at the Little Theater here and broke all past attendance records with a total of 1,492 for the six-night run. Production was directed by John Young who, in addition to theater work, is on the drama faculty of Centenary College. Theater's present program calls for seven plays this season, with the second, *Personal Appearance*, opening Monday.

Full Bookings For Quakertown

PHILADELPHIA, Nov. 21.—Not much danger of many dark weeks for the local legit front, as advance bookings continue to pour in. *The Women*, Max Gordon's production of Clare Booth's new play, already announced as tentative for the Forrest beginning December 7, is now definitely scheduled for that date. Margalo Gillmore and Ilka Chase will head the all-feminine cast. Following on December 21, the Shuberts bring Franz Lehar's operetta, *The Rising Star*. Follow-ups, keeping the house lit, include a month of D'Oyly Carte Opera Company and John Gielgud's *Hamlet*, which, in spite of increased business at the Empire Theater in New York, will be taken on a short tour by the Guthrie McClintic office.

Chestnut Street Theater continues with full books. Sam Harris' premiere of *You Can't Take It With You*, George S. Kaufman-Moss Hart comedy with George Tobias and Josephine Hull, on November 30, being followed by *Lady Precious Stream* and *End of Summer*.

After having the Mask and Wig show during Turkey Week, New Locust Theatre settles down to its policy of revivals, November 30 bringing *Moon Over Mulberry Street*. Three dark weeks loom for the Erlanger, *Tobacco Road* winding a fortnight on November 28. Next booking has the Chicago company of *Dead End* on December 21.

Boston Legit's Heavy Schedule

BOSTON, Nov. 21.—Boston legit offers a sudden spurt of activity during the latter week of this month, with two simultaneous openings on Monday evening, November 30, and a duo of other plays scheduled for curtain on succeeding nights.

New Faces, revue starring the Duncan Sisters, opens a two-week engagement at the Shubert November 23. *Blossom Time* follows for a fortnight at the same house. After that latest of the Franz Lehar operettas, *Friederike*, with Dennis King and Helen Gleason starred. Present indications point to a Christmas night opening. Expected to run thru January 10.

November 24 has Sidney Kingsley's *Dead End* for the Colonial Theater, with the Chicago company here for a limited stay.

Walter Huston will star in Max Gordon's production of *Othello* at the Boston Opera House for one week starting November 30. Mrs. Huston (Nan Sutherland) will play Desdemona. Robert Keith will be Iago.

Boy Meets Girl, ending its seventh week at the Plymouth Theater tonight, will be followed by Morris Gest's *Lady Precious Stream*.

From Out Front

By EUGENE BURR

Hold your hats, boys; here we go again!

In other words, we're back once more to the subject of repertory companies, back again to a discussion of why producers insist upon thinking that the public would rather see a very bad new play than a very good old one. It's become woefully old stuff in this column by now.

There is a question, tho, as to whether the producers are right. I have a hunch that they're not. Certainly they're right so far as the Broadway mob is concerned—and right, too, if they consider only the small minority of the total population that constitutes present audiences at the legitimate theater. But there were days (at least tradition has it so) when a greater percentage of the populace went to the play. Many things have contributed to the decline in attendance, of course—but the suspicion remains that there are certain people who now stay away from the theater with alarming regularity who might be induced to attend if they could see the things they want to see. Those things do not include masterpieces such as *Don't Look Now* or *Matrimony, Pfd.*; they do not include even such really amusing modern successes as *Boy Meets Girl*, *Stage Door* or *Victoria Regina*; they do include the really fine plays, plays that have weathered the howling storms of time, sturdy and beautiful examples of playwrighting art rather than of playwrighting craftsmanship. The type of audience now attending Broadway's rival *Hamlets* provides an example.

It is, of course, extremely difficult to bring out such audiences in great enough numbers to provide a regular Broadway "run," the only type of presentation, unfortunately, that now seems possible. But if we had a repertory theater, the same patrons would attend again and again in the course of a season. There should be patronage for at least one repertory company, specializing in good old plays rather than mediocre new ones, in the sprawling city of New York.

All of which was started by the discovery of still another outspoken supporter of the "old play" cause. There have been many discovered in the past—enough, almost, to provide an audience for a repertory theater. The latest to speak out for the true tradition of playgoing is Frank Gillmore, president of Equity and a distinguished gentleman of the theater on both sides of the footlights.

Says Mr. Gillmore in the latest edition of *Equity Magazine*:

"If you are an opera lover you go again and again to the same play, to hear a new *Carmen*, a new *Faust*, a new *Butterfly*; a new and glorious voice will urge you to travel, perhaps hundreds of miles, for the opera season. You never tire of the same theme, the same aria, because each and every time it is given voice you glory in it anew.

"It is really the same in the legitimate. At least it should be!

"Take *Hamlet* for instance. No man can see it once and then dismiss it from his mind, relegate it to the category of 'plays he has seen.' Every time he sees it he discovers new beauties, rediscovers old ones, until it becomes a joy to observe a new characterization, a new reading or a new piece of business, all of which adds to his excitement, to his devotion and to his enjoyment, until at last he knows the lines in a general way, is familiar with their meaning, their beauties become fully apparent. Then and only then can it be said that the theater is fully enjoyed and its richness fully understood."

It is an admirable statement. The attitude described, as Mr. Gillmore indicates, is the only true attitude in theater-going—at least it seems so to his probably naive and tradition-smitten reporter. Those who go to the theater simply to pass an evening, to see a fairly good play adequately performed, miss a great deal of the boundless store the theater has to offer. They are the people who went to the ten-twent-thirt and the later parlor comedies in the old days; they are the people who really ought to be going to the movies now. Not that the theater doesn't need them or want them; it does. But they are missing the full function of the theater.

There should be enough of the others to support the theater's true tradition—the tradition that brought out great actors and, if times were fortunate, once in every 10 years or so a great play. There should be enough of them to support the tradition—if only the modern theater gave them a chance to attend.

AEA Contract Is Published

Revised pact, in the works for two years, is issued—various changes are listed

NEW YORK, Nov. 21.—The revised contract which Equity has been threatening to issue for practically two years finally got itself out this week, being published as a supplement to the current issue of *Equity Magazine*. Work on the revisions had been held up for numerous reasons—the NRA code, the collapse of the NRA, new conditions of work voted from time to time by the Equity council and membership, and courtesy negotiations with managers before the contract went out in its final form.

There have been, so far as comparisons will show, few radical revisions, tho the new contract does include various working conditions recently voted. Among the changes and important points are the following:

A defaulting manager has to make good his previous debts before he can go ahead with another production.

If illness keeps an actor away from rehearsals or performances for more than seven days the manager may cancel the contract. A cancellation may be had upon even shorter notice under certain conditions, if an appeal is made to Equity and Equity decides to grant it. Formerly the minimum was 10 days.

Benefits for the Actors' Fund are now set for every 15 weeks instead of every 20.

When an actor joins a company on tour he will receive $5 a day expense money during the first week of rehearsal. Formerly he didn't get expense money until the second week.

Pullman accommodations, including lower berths, must be afforded all members of a touring cast when they travel between 10 p. m. and six a. m.

Actors cannot be made to travel more than 300 miles by bus or auto.

More Dough on "Road"; Back Rent This Time

NEW YORK, Nov. 21.—Another obstacle standing in the way of production of *Eternal Road*, the Crosby Gaige-Meyer Weisgal spectacle slated for the Manhattan Opera House during New Year's week, was removed when Scottish Rite Consistory, controller of the house, waived payment of back rent totaling $93,000. New officers of the Consistory, including Commander-in-Chief Robert Willson and trustees John W. Dawson and William Sulzer, the latter a former New York governor, decided shortly after their election to co-operate as much as possible with the producers in order to consummate the long-delayed premiere. New lease was agreed upon and duly Hancocked last Friday, including a binder of $52,000 which provides for setting aside $17,000 to satisfy contractors' liens.

Record sum to be, and already, sunk in the show is $425,000, including last week's donation of $175,000. Latest line-up of backers includes Maurice Levin, president of Hearn's Department Store; Arde Bulova, president of Bulova Watch Company; Austin C. Keough, treasurer of Paramount; Louis Nizer and Louis Phillips, lawyers, and Alfred Streslin. Originally slated for production on December 23, 1935, *Road* may start rehearsals next week, pending posting of a $15,000 bond with Equity. Max Reinhardt, director, is due to arrive in town December 7 to work on the piece.

"Faces" Amateur Gag

PHILADELPHIA, Nov 21.—Martin Jones, producer of *New Faces*, has decided to pick up new faces for his revue, carrying the search on in every town the show hits on tour. Currently at the Forrest Theater here, Jones is auditioning local talent. From the applicants he will choose eight turns, who will stop the Thursday night performance long enough to turn it into an amateur show. Audience will be asked to select one who will be signed and will continue on tour with the show.

The Growth of the Drama League

By Lorella Val-Mery

MISS VAL-MERY was born in New York in 1909 and has lived most of her life in the same city, with the exception of four years spent going to school in England. She started doing publicity in 1929 with a small assignment. Her first full-fledged publicity job under her own name was with "Blessed Event." Thereafter she worked for many managers — Frank Merlin, Crosby Gaige, Luther Greene, Sheppard & Buchanan, Mark Newman and various others. Has done personal publicity for many star players, playwrights, novelists, radio personalities and others. At present is occupied in publicizing and assisting in the production of a play temporarily called "Lock All the Doors," owned by Anthony Brunell.

FROM 1930 until the early part of 1935 the decline of the legitimate theater was bemoaned by almost everyone connected with it. And while the patient continued to struggle valiantly to retain the breath of life, those who made a livelihood from it did nothing except commiserate with each other in their helplessness.

But there were strong agencies on the outside that refused to believe recovery was hopeless, among them an organization of theatergoers with 20 years of active interest in the theater behind it. However, there was not much that this particular group could do except watch and wait for other more powerful interests to come forward and help.

Lorella Val-Mery

Hollywood, of course, was one of the most important of these outside agencies and one tremendously interested in saving the theater, for many reasons all too familiar. The movie interests got together with certain legitimate managers and decided to administer adrenalin to the expiring theater in the form of financial backing. Undoubtedly it was the life saver. The patient rallied miraculously.

But here we are not concerned with enumerating the many elements that combined to help the situation. Rather, we expect to reveal the important part played by the public, and in particular by the Drama League of America, and locally the Drama League of New York, headed by Mrs. Samuel Newton, Garrison P. Sherwood, Mrs. William H. Harrison and others.

The Drama League of New York has a membership of a little over 300 in the metropolitan district. Yet in the past five years, thru the worst depression the country has ever known, this group of 300-odd has bought over 48,000 theater tickets at box-office prices. In other words, between 9,000 and 10,000 tickets per year, at an average of $2.20 per seat.

During this period keeping theater attendance up to a high mark in the New York organization was not as easy as statistics would indicate. The executives, led by Mrs. Newton, worked unceasingly to make members take an active interest by buying theater tickets. And in 1932, in order to further encourage patronage of the theater, the executive committee of the Drama League of New York decided to award a prize to the member who purchased the largest number of seats during each season.

Then toward the end of 1933 the committee felt that something more should be done. So the Drama League of New York announced that it would award a medal annually to the actor or actress giving in its opinion, after a vote taken among its members, the most distinguished performance of the year.

Katharine Cornell received the first Drama League of New York's Delia Austin medal (so called after the League's benefactor, the late Delia Austin, who bequeathed $750 to the organization that had afforded her so many pleasant experiences during her lifetime, to be used in any way it saw fit). Last year Helen Hayes won the award for her performance in *Victoria Regina.*

The presentation of the medal and the prize for theater attendance take place at the Drama League's annual spring luncheon, in the presence of a gathering of the theater's elite, League members, news reporters, representatives of national news agencies and cameramen.

The awarding of this medal creates interest in newspapers thruout the country. John Mason Brown, the drama critic of *The New York Post,* who attended the presentation of the prize to Katharine Cornell, on writing in his paper about the occasion, said: "As is the way of prizes, and as the Pulitzer Committee must know, it is the persons who receive them rather than those who distribute them who ultimately grant them whatever importance they may have." And in those words he unwittingly repeated what had been drawn up in the resolution of the League's executive committee when it decided to use the Delia Austin bequest in this way so as to attract annually nationwide attention to the theater in New York and to enhance its glamour and prestige.

The Drama League of New York is a non-profit organization. Its function is primarily social and cultural. Membership dues are $2 per year. Its most important service to members is ticket reservations and information regarding current plays and its theater parties. Eleven attractions are offered to its members each season and they are attended in small parties on Monday and Tuesday evenings and mid-week matinees. On these occasions members may purchase tickets for any location they desire. They are in no way obligated to buy the higher priced seats, tho most of them do.

The League does not buy blocks of seats and the organization makes no profit on any tickets purchased thru its offices, since all tickets are bought at regular box-office prices by the Drama League.

The social functions, such as teas, luncheons, dinners and informal talks, are well-planned affairs, priced moderately so as to be within the reach of all members. It is customary for the Drama League to invite a group of actors from current attractions and other theater notables as guests of honor. Some of the most important names in the theater have attended these functions.

Another service is a Travel Bureau, which grew to large proportions from a single tour offered in 1927. It has offices in the Hotel Woodstock and is a bonded agency for the Transatlantic Steamship Conference and is fully equipped to take care of reservations for any and all means of travel. In addition to this general service the Bureau offers special tours for travel and study abroad and each year awards many scholarships for such study. One of these tours, an annual affair under the leadership of Dean Aiken-Smith of the University of Southern California, takes in Stratford-on-Avon, Malvern and Miss Fogarty's internationally famous Central School of Speech in London. Another tour leaves from Northwestern University for two months in Europe, visiting the famous festival centers at Munich, Salzburg, Frankfort, Heidelberg and Bayreuth. Still another leaves for Soviet Russia and visits all the important theaters there.

One more of the Drama League's services includes a discount of 10 per cent on all books bought by its members at the Drama Book Shop, 48 West 52d street.

All clerical work in connection with the subscription and business departments of the Drama League is volunteered.

Whatever surplus remains at the end of each fiscal year is contributed to the various theatrical charities and to the Drama Loan Library, branch of the New York Public Library, at 58th street and Lexington avenue.

The membership list of the New York Chapter is composed of men and women of culture, tho not necessarily wealthy.

It is generally felt that plays sponsored by the Drama League are highbrow. Of course, this is not true. The only requirements are that a play be sincerely motivated, well written and well produced. It may fall within the category of farce, melodrama, comedy, drama, historical romance or musical comedy. To prove the point, last season the committee chose *Jubilee, Boy Meets Girl, Parnell, First Lady, At Home Abroad, Call It a Day, Victoria Regina, St. Joan, Winterset* and *Ethan Frome.*

Now a little about the parent organization, the Drama League of America. It has centers in 48 cities and university towns thruout the country. Its principal branches are in Pittsburgh, Wilmington, Washington, Boston, Chicago, Evanston, Milwaukee and New York, where the national headquarters are located. It was founded in 1910 by a group of men and women living in Evanston, Ill. Northwestern University is situated there, about 10 miles north of Chicago. Prior to forming the League this group met in their homes and gardens to read and act plays and to discuss the offerings of the professional theater that they had seen in Chicago. In those days the road was very active and many plays were sent out from New York, all, of course, being advertised as "the original New York production," tho many were hastily gotten together road companies.

This Evanston group many times had made what was then a long and arduous trip into Chicago to see the "original New York production" and had returned disappointed at the inferior quality of the acting and productions. They decided finally to band together, and so the first Drama League was formed. Its chief objectives were to secure for its members reliable information regarding the quality of incoming plays, to gather socially for the discussion of plays and players, and to sponsor in various ways plays believed to be worthy. *Disraeli,* with George Arliss, was among the first plays the Drama League officially sponsored.

It was found that there was evidently a great need of such service as the League rendered, because news of the organization began to filter into other places and inquiries came in steadily. In a short time, under the leadership of Mrs. A. Starr Best, it developed into a national organization.

In those days there were very few drama courses in universities and colleges—and there were absolutely no drama departments; high school drama groups were unheard of, and had there been any they would probably have been condemned as sheer frivolity.

In a way the Drama League thruout the country undertook what might be called pioneer educational work on the theater. Groups were formed for play-reading and discussion and for acting and producing. Later this branch of activity was curtailed because schools and colleges, and in some cases the States themselves, stepped in to undertake this work.

The New York center of the Drama League was formed in 1916 under the guiding hands of Dr. S. Marion Tucker, Mrs. James B. Curtis and Mrs. John Alexander.

In 1931 at a national meeting of the Drama Leagues of America at the Hotel McAlpin in New York City the national headquarters were transferred from Chicago to New York. Mrs. Samuel Newton became the president of the Drama League of New York.

It is significant that the Theater Guild when it first planned to send out road companies a few years ago requested the Drama League of America to allow its agent to look over the League's registry list in order to be able to gauge the audiences in the territories it planned to cover.

In other words, it was felt that the Drama League centers thruout the country had succeeded in keeping the hinterland interested in the theater, and that there were audiences ready and waiting for any good attraction that came along.

It was a fact that, in spite of the dearth of touring companies in the past few years and the apparent lack of interest shown by the average Broadway manager in the country beyond the Eastern Seaboard, the Drama League of America had managed to keep up its activities, tho in some instances they have been somewhat limited.

However, during this period of scarcity of road attractions many of the Drama League centers formed their own producing organizations, such as the Dallas Little Theater and the Pasadena Community Playhouse. These Little Theater Groups developed out of necessity. If more managers had been willing and able to send out road companies it is doubtful that they would have grown to the importance they now have in their respective communities. As it is, they have served the theater in general very well. They have kept interest in the theater alive and they prove, other opinions to the contrary, that people thruout the country are still drawn to the glamour of the living theater, notwithstanding the terrific inroads made by the movies.

* * *

The Drama League of New York officially commenced its season Thursday, October 29, with a tea given at the home of Mrs. Newton, for members only. Ernest Lawford, who is one of the few professional members of the League, spoke informally on this occasion about *Tovarich,* in which he is appearing.

The first theater parties of the season were held on the evenings of November 9 and 10 and the matinee of the 11th. John Gielgud's *Hamlet* was chosen.

The third event of the organization this season will be a tea at the Hotel Pierre on November 29 to which the leading players of current attractions will be invited.

Mrs. Newton mentioned recently that there had been discussion of the possibility of having a booth and lounging room at the World's Fair in 1937. No definite action has been taken yet on this matter, since the League is waiting to find out what the legitimate managers themselves plan to do. Mrs. Newton believes that such a booth would be of inestimable value in publizing the current attractions of Broadway. The lounge would be appropriately decorated with pictures and mementos of theatrical productions. There would be a visitors' book that should be valuable

(See THE GROWTH on page 34)

Philly Mayor Socks "Faces" Skit Concerning Mrs. F. D. R.

PHILADELPHIA, Nov. 21.—Censorious antics of His Honor, the Mayor, on opening night of *New Faces* at the Forrest gave the show $1,000,000 worth of front-page publicity, more than neutralizing the mixed notices dished out by the critics. The Democrats on the outside were holding a victory parade, but the procession inside the Forrest had a madness of its own. And when Mayor S. Davis Wilson started walking, there was no question but that the whole world would hear about it.

Gerry Probst was presenting a fiendish take-off of Mrs. Roosevelt speaking at a Girl Scout meeting when Hizzoner, in a huff and a puff, rose from his second-row center seat and stalked up the aisle. A moment later he returned to carry off Mrs. Wilson and then came back for the rest of his party. During his march up and down the aisle Sleepy town's Republican mayor missed the fast curtain of the skit, *Scouting a Rumor*, which happened to close with the line, "throw that lousy Republican out."

Upon the assurance that the skit would be omitted at future performances, the executive party returned. "This sort of comedy is in bad taste," he explained. "The President of the United States or his family should not be burlesqued on the stage. I told the management I would not return unless they promised to omit that item. It wasn't very funny, anyway. The audience didn't laugh."

But other spectators disagreed with the mayor and suggested that he missed the laughter when he "took a walk," especially when he was half way back to the rear of the theater and the lines from the stage called for the remark to "throw the mayor out of office."

During his brief fadeout, the mayor sought out Lawrence Shubert Lawrence, lessee of the theater, and demanded: "Take that skit out or I'll stop the whole show. Lawrence protested that the show had played for seven months in New York without objection. Leonard Sillman joined in the argument. "Why, Mrs. Roosevelt's three sons saw the skit and howled their heads off," he declared. "Jim Farley saw it, too, and he thought it was funny. We have quotes from him in our advertising."

"I don't care," Hizzoner retorted grimly. "Take it out." Lawrence talked by telephone with J. J. Shubert in New York and later announced: "We are glad to co-operate with the mayor in any way and will remove the sketch. And don't forget to mention that he said the show was fine entertainment outside of that bit." Lawrence explained that under the contract between the producer and the management, the latter had the right to ring down the curtain on any portion of the show which might cause loss of the theater's license.

Producer Martin Jones, who called Wilson's display "a little personal publicity stunt by the mayor," was prepared to fight it out with Hizzoner in the courts. But that was unnecessary. The mayor, Jones and Francis Biddle, Jones' attorney, got together and talked things over. Wilson said that he would be satisfied if the gestures were changed All lines of the sketch remain intact.

Repercussions following the mayor's actions were many. Magistrate Amodei, who is having a political tiff of his own with Wilson over the efficiency of the city's police force, advised Hizzoner to clean his own house and "not turn into a show censor."

Prof. Hatcher Hughes, of Columbia University, chairman of the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union, telegraphed the mayor: "Vigorously protest unwarranted censorship of *New Faces*. Libel laws are adequate check on scurrilous attacks. Legitimate political satire should not be subject to official interference." Co-signer of the wire was Mrs. Elmer Rice, secretary of the council.

BROADWAY RUNS

Performances to November 21, inclusive.

Dramatic	Opened	Perf.
And Stars Remain (Guild)	Oct. 12	48
Black Limelight (Mansfield)	Nov. 9	16
Boy Meets Girl (Cort)	Nov. 27	418
Dead End (Belasco)	Oct. 28	450
Double Dummy (Golden)	Nov. 11	14
Hamlet (Gielgud) (Empire)	Oct. 8	52
Hamlet (Howard) (Imperial)	Nov. 10	15
Hedda Gabler (Longacre)	Nov. 16	8
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	96
Johnny Johnson (44th St.)	Nov. 19	4
Matrimony, Pfd. (Playhouse)	Nov. 12	12
Night Must Fall (Barrymore)	Sept. 28	64
Pre-Honeymoon (Little)	Apr. 30	230
Reflected Glory (Morosco)	Sept. 21	72
Stage Door (Music Box)	Oct. 22	36
St. Helena (Lyceum)	Oct. 6	55
Swing Your Lady! (Booth)	Oct. 18	40
Three Men on a Horse (Fulton)	Jan. 30	760
Tobacco Road (Forrest)	Dec. 4	1,274
Tovarich (Plymouth)	Oct. 15	44
200 Were Chosen (48th St.)	Nov. 20	3
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	96
Musical Comedy		
D'Oyly Carte Opera Co.: (Beck)	Aug. 20	108
Iolanthe	Sept. 21	8
Mikado, The	Aug. 20	16
Pirates of Penzance and Trial by Jury	Aug. 31	16
Gondoliers, The	Sept. 7	16
Pinafore and Cox and Box	Sept. 28	16
Princess Ida	Oct. 12	8
Yeomen of the Guard	Sept. 14	16
Patience	Oct. 5	8
Ruddigore	Oct. 22	4
Forbidden Melody (New Amsterdam)	Nov. 2	24
On Your Toes (Majestic)	Apr. 11	257
Red, Hot and Blue (Alvin)	Oct. 29	28
White Horse Inn (Center)	Oct. 1	60
Ziegfeld Follies (2d engage.—revised) (Winter Garden)	Sept. 14	80

"Babes" Looks Remote

PHILADELPHIA, Nov. 21.—Possibility of the Rodgers and Hart musical, *Babes in Arms*, seeing the light of day under the Alex Yokel banner becomes remote as the deadline draws near. It is reported that unless Yokel produces the show before the year is out rights revert to the authors. Was listed for an Erlanger premiere here as early as September, but date has been continually set back. Since casting hasn't started yet, it's hard to figure how Yokel can keep the option in the few remaining weeks. Reports had it that Dwight Deere Wiman may do it, but Yokel denies he contemplates letting his option lapse, and says he will definitely produce it.

OUT-OF-TOWN OPENINGS

"Prelude to Exile"

(Philadelphia)

A new play by William McNally. Presented by the Theater Guild; directed by Philip Moeller; settings and costumes by Lee Simonson; production under the supervision of Theresa Helburn, Philip Moeller and Lawrence Langer; at the Chestnut Street Theater for two weeks starting November 16.

Lucile Watson, Roland Hogue, Miriam Battista, Manuel Bernard, Wilfrid Lawson, Eva Le Gallienne, Leo G. Carroll, Beal Hober, Arthur Gerry, Evelyn Varden and Henry Levin in the cast.

With a bit of a twinkle William McNally tempered the archives and allowed the Theater Guild to bring to the stage Herr Richard Wagner, not as the master of dominant fifths and heavenly triads, but in one of his moments of love. *Prelude to Exile* gives you the poetic and idealistic composer in his romantic moments turned budmash and knave, verily wearing his wife to a frazzle as she tries to hold this mighty Lothario to some sense of his domestic duty.

The period depicted is the one when Wagner was at his quiet retreat, Green Hill, in Zurich, creating *Tristan and Isolde*. There, gathered under its roof, are the three women who were to enter most into his life: Minna Wagner his wife; Mathilde Wesendonck, wife of his patron who inspired his Isolde, and Cosima Liszt Von Bulow, wife of his protege who, late in life, not covered in the action of this play, became his chief comforter and wife.

While operagoers may call this bit of dusting out of dirty linens cruel to memory of a great artist, theatergoers are in for a delectable and palatable bit of biography which, if the whole truth would out, might even put Don Juan to shame. Rather than as a serious effort to portray the man, *Prelude to Exile* draws upon Wagner as a setting for what might easily be a comedy of love triangles. It was in that spirit that Wilfrid Lawson employed all the verve and mannerisms of a craftsman in portraying the composer. Otherwise the play would have been just so many words. If McNally has intended this piece to show the depth and feeling that Wagner seemed to discover in his feminine inspirations, the audience did not find it. When tear-jerking episodes unfolded fiirst-nighters read between the lines and saw fit to chuckle instead.

While Lawson saw his job and did it well, not as much can be said of Eva La Gallienne, who portrays the role of Wagner's inspiration. Lacking the insight which both Lawson and the audience caught, her acting was low-pitched. However, the fault may be attributed more to the lines than to the reader. The surrounding cast did a thoro job of histrionics, especially Evelyn Varden, as Minna Wagner, forever holding the musician responsible for the obligations he has created; Lucille Watson as Countess Marie D'Agoult, former mistress of Liszt, who apparently was a bombastic egoist and lover in his own right when it came to feminine inspiration for his immortal melodies, and Miriam Battista, as the countess' daughter.

ORO.

An Ethical Play Is Picked

NEW YORK, Nov. 21.—Eugene V. Brewster and Liane Hill, organizers of the Society for the Production of Ethical Plays, after reading some 200 scripts, have finally bought one that meets the society's requirements. It is John Dudley's *The Well Dressed Man*. Society paid $1,000 advance royalties. Want two more, with the same royalty deal to go to them, if found.

Society is after plays "based on the theory that there is a God, and that man must be vitally connected with Him, even if we haven't yet learned His plans.' But they needn't necessarily be modeled after *The Servant in the House*, *The Passing of the Third Floor Back* and others of their type.

New Plays on Broadway

LONGACRE

Beginning Monday Evening, November 16, 1936

HEDDA GABLER

(Revival)

A play by Henrik Ibsen. Directed by Mme. Alla Nazimova. Production designed by Stewart Chaney. Presented by Ibsen Productions, Inc.

Miss Julia Tesman (George Tesman's Aunt) .... Leslie Bingham
Bertha (Servant at the Tesmans) .. Grace Mills
George Tesman (a Young Scholar) .... Harry Ellerbe
Hedda Tesman (His Wife) ... Mme. Nazimova
Mrs. Elvsted .... Viola Frayne
Judge Brack .... McKay Morris
Eilert Lovborg .... Edward Trevor

The action takes place in George Tesman's house.

ACT I—Late Morning. ACT II—Late Afternoon. ACT III—Seven o'Clock the Next Morning. ACT IV—Evening.

If interest in the current offering at the Longacre Theater lies in Nazimova's portrayal of the character of Hedda Gabler, rather than in the integral value of the play as such, then there is a reasonable excuse for planking down the admission price. For Nazimova is superb against a background and company which impresses as not being inefficient but merely jaded and in need of a shot in the arm.

The primary failing of this revival is just another illustration of the old saw regarding the stage value of intensely psychological plays. That the fault in this instance is not Ibsen's is plain enough, if for no other reason than the fact that Hedda's past history is proof that the piece can be very good theater. Beyond this seemingly lax quality it is difficult to define and limit the blame more definitely. But this reviewer anticipated a more taut development.

Nazimova herself is aces, and as Hedda, a self-centered woman, who brings ruin to her circle and finally herself, scores impressively. McKay Morris, as Judge Brack, contributes a polished, facile performance, one considerably more able than the average portrayals of the remainder of the cast.

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★ LAWLER
DANCING JUVENILE
ZIEGFELD FOLLIES
Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Preisser Sisters, literally brings down the house. He's a top-notch young performer. — EUGENE BURR, Billboard.
Direction—LOUIS SHURR.

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Thru Sugar's Domino

SOMETHING more than a year ago this column threw some bokays in the direction of the William Morris office for its unswerving devotion to the principle of building up its ranks from the bottom. On that occasion it was noted particularly that Sam Weisbord, one of its nondescript youngsters of not many years ago, was bearing up admirably under the gradually accustomed burden of added responsibility. At that time Sammy was causing favorable talk among the business men of the theater with his adept handling of one-nighter tours of Morris office names. Since then the Weisbord chap has not rested on his laurels. Steadily has he climbed in the estimation of his confreres due to the expert and clever manner in which he has been supervising the selling of Morris attractions. It is quite evident at this stage that the Morris office policy is a wise one. This neophyte of what seems to be yesterday sold in one week to RKO more than $50,000 in bookings, including among his attractions Eddie Cantor, Harry Richman, Sally Rand and Benny Fields. Yet they say, the disillusioned and misguided pessimists, that the day of opportunities for youth is gone. As untrue a statement that has ever been made.

In this age of specialization and complex business organization the aspiring executive must work harder; greater demands are made on his brain and brawn. But to one who really aspires and who is not afraid of work the opportunities are even greater than they were before the crash. Not all organizations are devoted to the principle of promoting from the ranks, but it is interesting to note that most of the successful organizations are those that regard the office boy of today as the key man of tomorrow. On this has been built the success of the Morris office, and the same foundation was used for the building of the gigantic structure that is Loew's and MGM. Look back on the more recent history of the show business and examine closely into the personnel policies of the companies that have collapsed and that are in a state of near collapse. With few exceptions it will be found that these organizations lacked confidence in their manpower and filled the higher places with high-pressure gents who ate and drank their fill and left the stockholders and directors holding the ransacked bag. An organization is truly as strong as its manpower. In the show business particularly—where human talent and ingenuity are the stock in trade—manpower has been and will always continue to be the all-important factor.

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BURLESQUE in the Gotham area is enjoying the biggest boom in many years. Practically every theater fostering a burlesque policy is playing to capacity with amazing consistency, and it is quite the usual thing for a burly house in this area to turn in a net profit of from one and a half to two grand. So numerous have been the extra shows played that performers have walked off on frequent occasions of late with an extra week's salary in their pocketbooks. There's an interesting angle to this for those who remember without great effort the days when burly managers could work a performer as hard as human endurance would allow without paying an extra penny in salary. The principle that seemed to prevail was that an actor should be satisfied to have his job and that what's taken in at the front of the house is strictly the manager's business. The Burlesque Artists' Association changed all of that—and many other things that used to make the professional life of a burlesquer a constant round of discouraging experiences with a never-changing backdrop of insecurity. The BAA forces managers to pay pro rata for extra shows, and there isn't a manager on the map who would openly declare himself at this time as being opposed to this principle. It wouldn't be safe and the newly formed canons of ethics of a long downtrodden branch of the profession would characterize the recalcitrant manager as a wrong guy. Nobody wants to be that, regardless of his private opinions.

* * *

While on the theme of burlesque and its current wave of prosperity in the New York area we venture to comment that managers who persist in flaunting unwarranted nudity and smut in the faces of the ever-vigilant authorities are demonstrating poor business judgment. Pressure from the coppers at this time would amount to bursting the fragile bubble of a prosperity that has been altogether too long in coming. If burlesque managers guilty of excess were really astute they would realize that the many thousands of additional persons being drawn to their theaters by their desire for stage shows might well be added to burlesque's contingent of steady patrons if they were given the type of entertainment that wears—genuinely clever comedy, appealing music and good-looking girls in whom vulgarity is not a commercial asset. There are burlesque patrons who frequent theaters for vicarious sex thrills, but it is our belief that these are fewer in number than many burly managers believe. The average burlesque fan tires easily of sex emphasis. He is weaned away from burlesque by sameness of scenic investiture, sketches and vulgarity. But he can be transformed into a steady supporter of burlesque if burlesque were to give him a fair share of the more wholesome elements of entertainment that he finds in many films and in the all too few theaters left that still include vaudeville and presentations in their offerings.

✠

LAST week several men whom this commentator was proud to include among his friends in the amusement industry took their last bows before a rapidly descending curtain. We shall miss them all. Just as all of us, as the years creep up behind, become increasingly lonely as we review the faces and personalities that are gone. Life is progress as well as decay. As we grow older we learn more and discover how little we know. As the years pile up their toll in our storerooms of birthdays if we think at all we realize more and more the short space occupied by a lifetime in the endless column of eternity. Yet few who leave us fail to leave some pleasant memory of a personality that death has extinguished. Few who have passed to the Land Beyond fail to leave some legacy in the form of achievement. . . .

We pause to pay tribute to Charles Miller, veteran of the theater and one of the oldest of the Friars. We knew him well only in the days when he sat in the sunset waiting serenely for his day to come to an end. But no mournful figure was he, and about him was nothing of the oldster whose mind lives in another sphere. This charming old fellow made far younger men harassed by the complexities of the show business of today feel slightly ashamed.

We record, too, our sorrow over the passing of William J. (Bill) Hilliar, who would come and go in his latter years as a welcome member of *The Billboard* staff. An able, personable and greatly admired man was this versatile showman, magician, press agent and newspaper man. He had as many friends as any man in our business. Day-dreaming novelists write about the lives they would have liked to live. Bill Hilliar wrote voraciously and lived his full, too. His former colleagues on *The Billboard* will miss him, for this time there will be no return.

Leo de Valery passed on in California, where for a time he seemed to be making a comeback. This skillful stager was a gentleman to his finger tips. A valuable asset to the vaudeville profession and an important contributor to the more artistic aspects of the revue style of entertainment. The fame that came to Albertina Rasch was due in great measure to the sincere application to his duties of this unassuming man. Thru his death in his early forties the amusement world lost one who could have accomplished much in the years to come.

The Broadway Beat

By GEORGE SPELVIN

SOMEONE called the Loew office last week and said, "Connect me with the vaude booking department—or at least what's left of it." . . . Incidentally, the Loew booking staff is so much in need of playing time that they're saying it may soon start booking the actors and musicians picketing in front of its own houses. . . . Mike Wahl, son of Walter Dare Wahl, is playing with the Baldwin (L. I.) football team; he's six foot two, weighs 170 pounds and is only 17 years old. . . . He's a fullback—and the star of the team, too. . . . The AFA is moving into Bond Building offices twice the size of its present Palace Building space; blame it on increased membership and activity. . . . Ann Richard, "Follies" wardrobe mistress, did a guest star on the Edwin C. Hill program over WJZ last week. . . . Marguerite Ware, who is making her New York debut at the Music Hall this week, hails from Georgia, and was picked by Erno Rapee as possessing the outstanding voice of the season. . . . Those attending the testimonial dinner given to Donald Flamm at the Plaza recently wondered when David Sarnoff, during his speech, referred repeatedly to Flamm as a "little broadcaster." . . . It was done jokingly, but they wondered just the same. . . . A new one-acter by Paul and Clare Sifton will be put on by the Theater Union, its opening performance taking the form of a benefit for the striking seamen. . . . Incidentally, the Brooklyn Little Theater will do the same authors' play about the Hauptmann trial some time in February; it's a blistering satire about the carnival atmosphere that disgraced a trial for life on a charge of brutal murder. . . . Ann Brock, sister of Alan Brock, of the Bentham office, is acting in *Murder in the Old Red Barn*, over at the American Music Hall. . . . Richard Hale, known as both actor and a singer, is giving a song recital at Town Hall December 19.

●

Jerry Franks, at the Hollywood Restaurant, received a $25 check from an admirer, the check being made out to Franks' three-month-old son—but he can't cash it. . . . According to law, it has to be indorsed by the baby. . . . Jack Waldron, who originally went into the Hollywood for four weeks, has been there for more than two years and it's beginning to look as tho it might turn into a permanent job. . . . If we want to believe his press agent, Bandleader Albert Kavelin, since he married "the exotic Chicago beauty, Virginia Gilchrest," has changed the title of his theme song from *Love Has Gone* to *Love Has Come*. . . . O. O. McIntyre's word-picture of Gypsy Rose Lee was a honey; he referred to her as "a self-possessed lady with a cough-drop voice and dress-suit accent." . . . Gil Lamb is dropping out of *The Show Is On* during the try-out tour, due to dissatisfaction with his assignments. . . . Leonard Sillman was trying to get Libby Holman to bolster the road tour of *New Faces*, but will probably get Al Trahan and Frances Williams instead. . . . Incidentally, reports are that the show isn't knocking over the customers on the road. . . . Odd pastime: There's an old gent who makes a habit of picking up the cards dropped by subjects of the "candid camera" photogs on the street, returning the cards to the lensman and paying to have all the pictures sent to him; he's making a collection of them. . . . The big new Planter's Peanuts electric sign was finally lighted at the north end of Longacre Square. . . . Irv Mansfield, the press agent, hies to Europe in December to do some legit publicity there. . . . Bernie Sobel is another p. a. who is London-bound, but not until the new year. . . . Add biting similes: As novel as the guest-star idea on radio programs. . . . Have you made your New Year's reservations yet?

Chicago Chat

By NAT GREEN

THE annual Motor Salon, for 14 years a feature at the Edgewater Beach Hotel during auto show week, has been postponed this season to some time in January, when every make of American car will be shown. . . . Shannan O'Dea, entertainer, who won notice for her work at A Century of Progress and who is now at the Dallas Centennial, wrote Town Hall police here for assistance in finding her wardrobe trunks. . . . An army lieutenant had agreed to forward them to her at Dallas. . . . Next thing she heard of him he was on his way to China, and Shannon has no idea where the trunks are located. . . . Fanny Ellen Hogg, 21, known professionally as Ellen Alden, has been given a seven-year optional contract by MGM. . . . She recently appeared in two federal theater projects here, *Three Wise Fools* and *Broken Dishes*, and attracted the attention of the Marx Brothers, thru whom she was offered the contract. . . . Thoda Cocroft, American Theater Society head, has a birthday on Thanksgiving Day. . . . Bert Lynn, comedy singer, dancer and m.c., who recently closed a seven-week engagement at the Savarin Restaurant in Buffalo, now in Chi, where he probably will spend some time.

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"*The Billboard's* Nat Green," reports Ashton Stevens, drama critic of *The Chicago American*, "says the WPActors who have been rehearsing *Post Road* must now cancel their production, because Charlotte Greenwood is bringing the play to the Loop Sunday night under the Greenwoodlike retitle of *Leaning on Letty*. So I apologize to the Great Northern unit for having, several months ago, suggested *Post Road*. But there is always *Hamlet*, and the Loop has yet to know Gielgud." . . . *March of Time* shot 7,000 feet of the new WPA show *Oh, Say, Can You Sing?*, which is to open at the Great Northern Theater about December 1. . . . Scenes will be in the December release of *March of Time*. . . . Paul Benson in town doing advance work for *Glorified Follies*, which opens at the RKO Palace Thanksgiving Day for a two weeks' run. . . . Clyde Elliott, former dramatic stock producer, who promoted the Screeno buildings at Dallas Centennial and Fort Worth Frontier Days Exposition, now covering the East for Screeno. . . . Ernie Young putting a 30-people show in Lotus Gardens, Cleveland, starting December 3.

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Xavier Cugat, closing at the Continental Room of the Stevens November 26, goes to the Waldorf Astoria, New York, for the winter, then to London and the Grosvenor House for the coronation parties in March. . . . Gladys Swarthout and her husband, Frank Chapman, tendered the press a cocktail party Friday at the Drake. . . . Raymond Johnson, featured in *Lights Out*, *Welcome Valley* and half a dozen other network shows, has been picked to produce and play the featured role in *The Liar*, 1936 stage offering of the Italy-American Society of Chicago. . . . Guyon's Paradise Ballroom in its newspaper ads voices its opposition to liquor in public ballrooms. . . . "We will not," says the ad, "subscribe to selling liquor in a public ballroom for a few extra dollars profit, nor use my ballroom as a training camp to educate our youth to drink and then have them spend six months in jail for driving while intoxicated. We have no objection to liquor in its proper place. . . . It is not the use but the abuse of liquor that brought on prohibition."

N. Y. Houses On the Spot

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Authorities active—D. A. and police seek convictions—license dept. waits

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NEW YORK, Nov. 21.—Heeding numerous complaints pouring into the offices of local authorities, the District Attorney's office and the Police Department are waging a drive, quiet tho it may be at this time, on local burlesque theaters. Information emanating out of the License Department is to the effect that once arrests are made and convictions obtained the theaters involved will be "closed tighter than a drum," exact words of a License Department official.

While the District Attorney's office is not so revealing, License Department reports that it is working hand-in-hand with the D. A. and police; that nothing can be done unless court convictions can be secured against the houses, and that it is up to those authorities to bring them about. Once the convictions are obtained the License Department will act.

Licensing official reports that there have been three arrests recently, not naming the theaters involved. Only one is understood to be held for Special Sessions. In the meantime police are making checkups of local theaters, with most of the houses being visited frequently.

Minskys Opening Oriental Dec. 4

NEW YORK, Nov. 21.—Herbert K. and Morton Minsky have deferred the opening of their Oriental Theater until December 4. Theater license has been okehed, house decorating is making progress, and the Minskys are lining up performers as well as technical staff.

So far in the Oriental cast are Jewel Bryan, understudying Gypsy Rose Lee in *Ziegfeld's Follies;* Lois De Fee, girl bouncer of Leon & Eddie's; Phil Silvers, Al Golden Jr., Queenie King, Betty La Vonne (from the Versailles, Billy Grant and Cora La Rudd (from Connie's). The Minskys are issuing long-term contracts to most of the performers.

Charles Schwartz, also known as Russ Kahn, has been made musical director, and Willie Sharp will be pianist. Max Saltzman is technical director and Mischa Saltzman is scenic artist. Costumes will be made by Mme. Berthe and Mahieu's.

U-Notes

By UNO

DIANE RAY signed for European engagement to start in April. Spotted at the Gaiety, New York, by dance director Helen Greasley and theater operator Henry Varna of the Casino de Paris Music Hall and Alcazar, Paris.

MAE BROWN doubled in bits and in feature strip spot, and Dot Darling ditto in dance specialties and showgirl ranks in *Red Hot,* Indie show, last week at Hudson, Union City, due to illness of Dorothy Morgan.

NED CRANE out as a company manager on Indie Circuit and back at his old post at Minsky's, Brooklyn.

ELEANOR KENNEDY and Terry King double-celebrated a birthday November 6 in Chicago. Entire *Beauty Parade,*

(See U-NOTES on opposite page)

Bridgeport Going On Indie Circuit

NEW YORK, Nov. 23.—Issy Hirst, head of the Independent Burlesk Circuit, announced this week that the Lyric, Bridgeport, Conn., will be a part of his wheel starting Christmas week.

Frank Illo and associates will operate the house, which planned to open early next month, but was dissuaded from doing so by Hirst. It will be a full-week stand.

BRIDGEPORT, Conn., Nov. 21.—Burlesque will return here, with reservations. After a two-hour hearing, during which pleas were made by musician and stagehand representatives, local Police Board granted a permit Monday night to Frank Illo, Inc., to stage burlesque at the Lyric Theater. It was with the understanding that smut and nudity is out and any complaints will revoke the permit.

Last local experience with burly was when Max Wilner operated at the Park Theater. License there was revoked. Illo firm operates the Jacques, Waterbury, Conn.

Burly Briefs

ALLEN GILBERT was the victim of strong-armers recently at the Shubert, Philadelphia. Reason for attack is a mystery. . . . Virginia Woods shifted Friday from the Apollo, New York, downtown to the Irving Place. Sister Mary continues for the Wilners. . . . Thelma Kay and Sheila Grant left the People's, New York, Thursday. . . . Joe Devlin and Rose LaRose returned to the Star, Brooklyn, latter loaned out by Minsky-Herk. James O. Walters and Viola Spaeth left the Star Thursday night to accept 20 weeks from the Weinstocks to start December 18 in Miami. . . . Mack Sisters (Betty and Shirley) will leave the Indie Circuit to open December 6 at the Casino, Brooklyn, agented by Nat Mortan. . . . Joe Weinstock left for Miami last week to prepare for his burly opening there.

ANN NORTON is current as first added attraction at the Casino, Toronto, with Ann Corio coming in next week. Both booked by Dave Cohn. Latter also spotted Art Gardner into the Irving Place, New York; Dorothy Dabney, new face in the East, and Jackie LaMarr into the Gotham, New York, and Three Sams into the Shubert, Philadelphia. Another Cohn booking is Margie Lee, now a platinum blonde instead of a redhead, into the Star, Brooklyn. . . . Eleanor Wallent, Ed Ryan's wife, came into New York last Tuesday night on the hunt for work. . . . Theatrical Concession Managers' Association is making fine progress with its weekly meetings at the Claridge Hotel, New York. Increased its membership considerably and plans to run many social events soon.

LARRY CLARK closed for the Weinstocks Saturday night to accept Nat Mortan's offer to go into the National, Detroit, December 3 for an indefinite run. Mortan's other placements include George Roache, Lee Laurel and Artie Lloyd, Casino, Brooklyn; Waltz Sisters, Roxy, Toronto, November 26; Thelma Kaye and Lou Black, National, Detroit, November 26, and Sonny Lovett, Gaiety, New York, November 29. . . . Hazel Smith, who has been in the Tuberculosis Sanatorium, Reading, Pa., the last six months, is getting along fine and expects to be going home within the next six months. She'd like to hear from friends, including Helen and George Fares. . . . Karyl Norman, "The Creole Fashion Plate," worked as added attraction at the Casino, Pittsburgh, last week in conjunction with the *Modes and Models* show.

JAY LUBBERS, stage manager at Fred Hurley's Drury Lane Theater, Louisville, and his police dog, Mickey, cracked *The Louisville Times* November 17 as the subjects of a human-interest story dealing with the dog's intelligence. Article carried a photo showing Jay putting his charge thru his paces.

PEACHES STRANGE closed at the Rialto November 18 and opened the following day at the Palace, Buffalo, booked by Milton Schuster. . . . Jerry McCauley opens at the Rialto, Chicago, November 27. . . . Walt Collins, Freddy Walker and Evelyn Cushway closed at the Grand Opera House, Canton, O., November 19. . . . Dorothy Dee, who will complete a 10-week contract with the Independent Circuit at the Gayety, Buffalo, December 5, will return to Chicago for a visit with her folks before returning to New York to open for 10 weeks at the Gayety there. Independent

(See BURLY BRIEFS on opposite page)

Burlesque Reviews

Gaiety, New York

(Reviewed Tuesday Afternoon, Nov. 17)

I. H. Herk and Abe Minsky dish out good burlesque at this midtown Broadway house. No extravaganza, but entertaining burly that's dressed tastefully without being overdone. Lots of women, but the men get an equal break on entertaining. A 12-principal cast and a chorus of 15. Business heavy this first show, the lower floor playing to standees.

Producer Billy Koud did an expert job of this hour and 33-minute show. He's got it paced well at a fast clip, talent is good, and production numbers are attractive. Pays a lot of attention to lighting, using dim color spots on the strippers, with a bright pin-head spot for the heads. That'll help against squawks from authorities.

The disrobers are the highlights of this show, as grand an array of lassies as any burly house could harbor. Tops are Rose La Rose, Ann Valentine, Joan Carroll and Diane Ray. Queenie King is good in her scantily-clad dances, and Lea Perrins is adequate in her stripping assignment. But why strippers have to sing their openings is one of burly's mysteries. Few of them have any vocal talent.

Comics are good, but the same can't be said for their material. It's the same old stuff, tho the funsters vainly attempt to perk it up with different twists and finishes. Laughs are strictly dependent on the comics themselves, and they do manage to pull 'em. Comics are Tommy Raft, Herbie Faye and Art Gardner.

Straights are Leon DeVoe and Joe Lyons, who are able feeders. They do swell jobs all the way, and Jack Shaw, show's singer, is busy and good in his bit assignments. All strippers are in bits with the exception of Miss King.

Shaw's frequent singing during the show is not so forte, tho he's better behind a mike. Line of 15 girls works often and spiritedly. Some of the routines are tricky, which isn't any help to precision. House five-piece band plays the show okeh, even tho plenty loud at times. SIDNEY HARRIS.

Gayety, Washington, D. C.

(Reviewed Sunday Afternoon, Nov. 15)

With all departments capably cared for, the Indie cirk sends in *Scan-Dolls,* rating decidedly plus on the entertainment ledger and representing no letdown when appraised as a unit, from its Corio-featured predecessor. Altho short on production numbers, show does offer two of merit. Striking costumes of black and white are utilized to fine effect in *Zulu,* the feather-garbed Conchita handling solo dance work, bouncy jungle rhythm stuff. First act finale introduces novel note, minstrel show pattern being followed.

Varying styles of stripping technic are demonstrated, titian-tressed Georgia Clyne scoring highest in a torrid turn. Evelyn Whitney works in a more leisurely manner, but proves quite satisfying, as does Jean Lee, spotted twice and prefacing her graceful striding with a song, *I've Got to Get Hot,* which she knows how to sell. With the show furnishing little to do for the feature dancer, Conchita doubles into the strip array in a nonchalant effort which includes some adept torso-tossing.

The funny-man lineup of Harry Evanson and Billy Fields employs stock situations for the most part, but the

(See Burlesque Reviews opposite page)

★ NADJA ★
Thanks for Eastern Offers. Expect to Return East Soon.
Now Appearing on the Coast for Popkin & Ringers.

The Essence of Tease-Tap Dancing, MADGE CARMYLE
Ultra Nudes Modernistic
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK
Julian & Corinne Hall
In Dances As They Should Not Be Done.
With Red Hot, Indie Circuit, Indefinitely.

GLADYS FOX
I'M TRUCKIN' ON DOWN AT MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

BONITA GERMAINE
NEW FACE—DIFFERENT DANCES.
Dir. STANLEY WOOLF, 1697 B'way, N. Y. C.

MARY MURRAY & BOB FERGUSON
In Stock with the Weinstocks, N. Y. City.

JEAN CARTER
A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS
PERT—PEPPY—PERSONALITY—POISE.
At THE PEOPLES, New York City.

NADINE MARSHALL
THE SWEETHEART OF BURLESK

PATRICIA PAIGE
THE BLACK ROSE
AT THE CASINO, BROOKLYN, INDEF.

RITA (AGAR) LeROY
In Her New
STRIP SPRING STYLE SENSATION.

JOIE FAYE
A GENTLEMAN AND A SKULLER
APOLLO—GIZING With BURP GRUNT.

CHET ATLAND
TENOR-JUVENILE
DIRECTION FRANK BELMONT.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY
STRIP AND TALKING ARTISTE.
New in the East.

TOMMY SEYMOUR
JUVENILE—STRAIGHT—BARITONE.
With "Vaniteasers" Co., En Route Indie Circ.

WANTED AN OPPORTUNITY TO DISPLAY MY EFFORT AS A NUMBER, ENSEMBLE AND BALLET PRODUCER.
Absolutely New Ideas, New Formations, New Novelties.
All With the Requisite Punch
JOHNNIE RENNY
FORMERLY OF THE 3 RENNY BROS.
Eccentric Dancing Trio of Vaude, Nite Clubs and Burlesk.
Address, Care The New York Office of The Billboard.

Tab Tattles

WILMA HORNER (Willie to youse guys), who began her theatrical career with the Peggy Curtis tab some eight years ago, is now in her third month as a feature of *Hollywood Hotel,* playing the major vaude houses. Her hubby, Mack Davis, is musical leader with the same company. . . . Karl J. Walker reports from San Antonio that his *Gay New Yorkers* will open in houses around December 1. Unit will tote 25 people, including a 10-piece stage band under the direction of Buck Cathey. Cast will include Patricia Gordan and Julia Torvane. . . . Honey Hank Harris was spotted in San Antonio last week, in a huddle with Tol Teeters, which may or may not mean something. . . . Bobby Dyer joined the A. B. Marcus show at Shea's Hipp, Toronto, last Friday. Marcus company sails for the Orient in March, its second trip to the Far East.

"IN THE November 7 issue of your valued sheet," writes Sidney H. Fields, former tabloider and now with the 20th Century-Fox Studios in Hollywood, "I noted a suggestion by one of tabdom's perennials—Hy Heath—that former tabsters come forward and identify themselves.

"Some of my grandest associations were those of my tab days. I recall with mingled smiles and tears the ups and downs of those never-to-be-forgotten treks thru the hinterlands on the Larry Hyatt, Ensley Barbour, Gus Sun, Joe (God rest his soul) Spiegelberg and kindred circuits.

"From my first days with Maurice Cash's *Frisco Frolics,* playing Wisconsin, Michigan, Minnesota and Iowa (where, incidentally, I met Marie Collins—the present Mrs. Fields), to my long years with Jack Crawford's *Bon Ton Follies,* I can look back only with priceless memories as the landmarks of my progress in the theater.

"Then came five years with Oscar Dane's Music Hall, St. Louis, followed by repertory, burlesque, dramatic stock, vaudeville, until now, I am what I am, to quote, 'Popeye.'

"Last year, while appearing at the Hollywood Playhouse in *Life Begins at Minsky's.* I was signed to a writer-actor contract by Eddie Cantor and appeared with him for a year on his radio programs, on personal appearances and played the part of Chorley in his latest picture, *Strike Me Pink.*

"A month ago I was signed thru Cantor to a seven-year contract by 20th Century-Fox, with salary running up to $1,250 weekly, at the same time signing to continue for another year on the radio with Cantor in *Texaco Town.*

"I feel sure that lots of other former tabsters have had similar good fortune and Mrs. Fields and I would love to hear of their success thru your column. I know, too, that tabdom in general always appreciates a word from former associates."

MARIE PURL continues to be pursued by Old Man Bad-Luck. En route from Maysville, Ky., to Adrian, Mich., Sunday of last week, Miss Purl's large truck, carrying all of her show's baggage, plunged into a creek bed when a bridge caved in, demolishing the truck and part of the baggage. Company was forced to remain over in Adrian for two days until a new truck could be obtained. . . . Mae Mack is in her 15th month at the Blue Room, Indianapolis. . . . Enjoyed a surprise visit Wednesday of last week from that tab veteran, Virg Downard. Virg, who put in the summer at the Dallas expo, recently spent a few weeks with his parents in Frankfort, Ind., and early last week jumped into Cincinnati to join Jack Kane's burly troupe at the Empress, replacing Bob Davis. Company is this week in Milwaukee. Downard was accompanied to the tab desk by Jimmy Murphy, also well known in tab circles and now straight man with the Kane Company. . . . Charlie Mack's *Chatterbox Revue* folded in Uniontown, Pa., last week. A number of the performers headed for Pittsburgh to work clubs; others, less fortunate, are still in Uniontown. . . . Mrs. Beulah Wilson, daughter of Wick and Larkie Yaryan, and who was adopted by her aunt, Ruth King, well-known in tabdom of a few years back, ran the stork a mighty close race in Indianapolis recently. Beulah was riding a speeding interurban en route to William H. Coleman Hospital, Indianapolis, when the stork caught up with her. "It's no use; let's stop here," wailed the conductor, pointing to a drug store. The car crew assisted Mrs. Wilson into a rear room where a five-pound six-ounce daughter was born in a few minutes. Just to make matters more convenient, Mamie Yaryan, a nurse, happened into the drug store at the opportune time. She was put to work immediately. Both mother and daughter are reported to be doing well. Mother spent many years on the road with the Jack King Comedians and was well known to the folks on the former Lewis and Mae Mack companies.

U-NOTES——

Indie show, company partied them at Bob White's Club.

BETSY LEE exited from Gaiety, New York, to accept a Panama engagement to produce and captain a show at the Richmond Cafe. Sails November 28. Replacing her as assistant producer to Billy Koud was Jean Remington, doubling from showgirl ranks at Minsky's Gotham in Harlem.

MURRAY LEWIS, at Oxford, Brooklyn, wearing his left hand in a sling because of a recent accident.

SAM FUNT, manager of the Gaiety, New York, has a new assistant, Herman Engel, who replaced Joe Kostell.

GERARD AND MARCO (Jimmie and Tillie), together with others in *Red Hot,* Indie show, including Herbie Barris, Charles LaFord, Dot Darling, Julian and Corinne Hall, Dorothy Johnson, Harry Stratton, Hymen Levi and Lew Lewis and Mrs. Lewis were guests and entertainers November 17 of the Uptown Regular Democratic Club, North Bergen, N. J. Earlier in evening entire club attended show at Hudson, Union City.

JOHNNY CROSBY, absent from burlesque the last few years, opened at People's, New York, November 13, replacing Frank Harcourt.

IDA ROSE, producer at Irving, New York, was offered a return date at Colosimo's, Chicago, by owner Mike Patson. Contract with Tony Miccio prevented acceptance.

JERYL DEAN suffered bruises to her legs and a sprained wrist when she slipped and fell in front of Eltinge, New York, November 16.

PEARL SHUTTA left the Weinstock front-liners last week to be married to a Worcester nonpro.

JOE WILTON, who completed 12 weeks at Irving, New York, had his option of another 12 taken up November 13.

RENEE AND EDDIE HAYWOOD, replaced by Kay Johnson and Eddie Innes recently in *Hi-Fliers,* Indie show, opened for the Weinstocks November 22 on a 16-week contract.

WILLIE LAMBERT ADAMS moved from the Republic, New York, farther uptown to Minsky's Oriental, where he has been made superintendent.

DIANE ROWLAND will bank a tidy sum soon when she collects on a 20-year insurance policy her ma took out when she was born.

MING TOI, according to word from Maxine Fields, producer, closed a four-week run at the Center, Denver, November 18 for a club in Pueblo. Onye Leae, stripper, vacationing at her Denver home, due for a return date in the Center cast.

EDDIE AVERSANO, former burlesk ork leader, now ork conductor at the Venice, New York, operated by Giulio Dondio, who was a co-passenger on a recent trip from Italy. Joe Catalano, former Mutual wheel exec, is the Venice manager.

GEORGE RICHMAN is new stage manager, alternating between Casino, Brooklyn, and Eltinge, New York. Ditto John Rennie.

BURLESQUE REVIEWS—

(Continued from opposite page)

boys make them take with their methods of working and a sprinkling of new lead-up gags. Jess Mack and Connie Ryan draw the principal straight assignments, the latter adding his okeh vocalizing, while Billy Ferber works the scenes on occasions, contributes a song and puts across a fine sax specialty. The Whitney, Clyne and Conchita gals double as talking women.

Rating a rave is the wheel's dancing contingent of the current season, with the team of Johnny Patchen and Birdie not the least of its members. They handle the stacatto-stepping in fine fashion together, and Patchen shows to advantage in a fast single. Pair try a little more than the average burly hoofers. and make it good. A number of fresh faces in the chorus, which shapes up as one of the best-trained lines to show in quite a spell. offering routines that are clever, and with interest displayed by the participants in their chores. Fair first-show biz for the Lake house. CHRIS MATHISEN.

BURLY BRIEFS——

(Continued from opposite page)

Circuit wanted her to renew, but she declined in favor of a chance to relieve her homesickness. . . . Cote and Lee are opening at the Roxy, Toronto, November 27 for the Metropolitan Circuit. . . . Dewey Michaels, manager of the Palace, Buffalo, was forced to postpone his visit with Milton Schuster this week in Chicago, due to the serious illness of his mother. . . . Ruth Willson closed at the Avenue, Detroit, November 20. . . . Countess Vanya is embarking on a tour of the Western one-nighters. . . . Charmaine goes into the Rialto, Chicago, for a week, beginning December 4, as an extra added attraction. . . . June St. Clair opened at the Roxy, Toronto, November 19, booked by Milton Schuster. . . . Four London Sisters have split. . . . Three of them opened at the Avenue, Detroit, November 21, while Tanya is staying at the Rialto, Chicago, to develop into a specialty woman. . . . Bessie Lee, Chinese dancer, also opened at the Avenue, Detroit, November 21. . . . Milt Schuster placed Babe Cummings, Sheila Grant, Hub Adams and Bobbie Young at the Grand Opera House, Canton, O., November 20. . . . The house goes on the Metropolitan Circuit November 27. . . . Harvey Curzon, former number producer at the Grand Opera House, Canton, has opened a dance school there and is reported to be doing nicely. . . . Margaret Kelly opens at the Rialto, Chicago, December 4. . . . Scott Humbert will produce numbers for Independent Circuit shows that go into the Casino, Toronto.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Seltzer Skate Derby Set for Cincy Run

CINCINNATI, Nov. 21.—Leo A. Seltzer's transcontinental roller derby will get under way at Music Hall Sports Arena November 26. Officials are now making up the competing teams. Promoter Seltzer promises that a great array of speedsters will be entered in the event.

Chicago's Johnny Rosasco, holder of the quarter, half, one and five-mile records, will race with Mildred Duello, femme champ, also from the Windy City.

Wes (Birdie) Aronson, Pacific Coast champion from Portland, Ore., will be teamed with Ivy King, of Toronto, women's sprint champion.

Joe Kleats, of Indianapolis, former American champ, is to be paired with Clara Scholl, of Chicago.

Jack Levy, Kansas City deaf-mute, will go it with Honey Thomas, of Memphis.

Joe Nygra, Italian speedster, will merrily roll along with Gene (Tuffy) Vizena, of East Gary, Ind.

A new track is being readied and will be available for speed trials by Monday.

W. & B. Derby Gets Under Way

MURPHYSBORO, Ill., Nov. 21.—Westbrook & Buchanan Greater Olympic Walk-a-Derby got under way at Danceland night club here with 22 couples and six solos competing. Contest has been widely heralded in local papers and to all appearances should prove a winner.

Show is being aired over WCBQ, Harrisburg, Ill., a special line having been run for over 50 miles to facilitate the broadcasts. Another "special" it might not be amiss to mention is that Buchanan chartered a bus to transport 14 contestants from Tyler, Tex.

Show staff is comprised of Buster Westbrook and Eddie Leonard, emsees; Tony (Charley Chaplin) Lewis and Frankie Little, comedy relief; Wells Sloniger and Larry Cappo, judges; Jimmie Farrell and Al King, trainers; Mrs. Buchanan and Darline Farrell, nurses; Mrs. Buchanan, dietitian; Tony Lewis, advertising; Herbert Langston, secretary and assistant advertising man.

List of contestants: Ginger Coleman and Bob Stewart, Jennie Busch and Joe Rock, Billie and Doris Donovan, Ray Petty and Buddy Lee, Violet Farrell and Lee Sullivan, Patsy Patterson and Earl Brooks, Hazel Peddicord and Harry Pott, Dixie Lee and Jimmie Carrolton, Ruthie Carroll and Mario Alessandro, Evelyn Thompson and Kenny Laux, Gladys Walters and Bob (Inky) Ingram, Bee McKay and Eddie O'Day, Edith Morgan and Johnny (Puddin' Puss) Armbuster, Margaret Gowdy and Whitey Helm, Marion Kirk and Mike Gouvas, June Duncan and Georgie Shelton, Audrey Binley and Billy Ross, Elsie Chew and Bill McQuade, Delores June Foster and George Garland, Dorothy Fithen and Ray Griffith, Polly Ban and Johnny Baker, Lucille Bamburg and Emory Hamby. Solos: Bobby Burns, Junior Jack Kelly, Al Smith, Eddie (King Kong) Wright, "Oofty-Goofty" Webb, Jimmie Durantee and Frankie Straus.

Show will be ruled by judges from the floor and the old-style strict rulings will be conformed with. Music is being furnished by a local eight-piece band.

Bridgeton Walkie Nearing Wind Up

BRIDGETON, N. J., Nov. 21.—Bridgeton Walkathon, produced by Johnny Morgan, is in its final stage, with three couples and one solo remaining. Show has been well received and much credit is due Johnny Morgan and Austy Dowwell, who have officiated jointly as emsees.

Walkie managed by Sam Kraus, with publicity handled by Harry Levy and Moon Mullins doing the heat and floor stint. Music capably dished up by Erv Shea and band. Remaining contestants are Tommy and Jean Gardner, Billy Willis and Sally Mattis, Frank Costello and Helen Chester, and Johnny Groves, solo.

EDDIE GILMARTIN, formerly of the endurance field, letters from the Sunny South. Eddie is now connected with the Inrian River Hotel, Cocoa-Rockledge, as resident manager and publicity advertising man and has recently completed

(See ENDURANCE SHOWS on page 32)

6 SURE-FIRE MONOLOGUES, $1

Short and strictly sure-fire, they run about three minutes each, for "Straight." "Wop," "Dutch," "Hebrew," "Tough Guy." New, Sensational Laugh Gags. Send a dollar for these laugh producers now! Money back immediately if they're not the best you ever used. Also 10 Comic Recitations for $1.

HARRY PYLE, 804 W. 180th St., N. Y. City.

WANTED

For J. R. Van Arnam's Radio Barn Dance.

Sister Team or Trio, Specialty Girls. Versatile Teams, Novelty Act. Radio acts who can work on stage. Late photo must accompany application. Winter in South in theatres, summer North under canvas.

ROY ROBERTS,

Windle Hotel, **Jacksonville, Fla.**

H. W. McPollack Poster Print
BUFFALO, N.Y.
POSTERS-CARDS

Bishop Show In the Barn

WRENS, Ga., Nov. 21.—Bishop Motorized Tent Show, owned by George and Clare Bishop, closed a successful season of 29 weeks, all three-day stands, here last Saturday. Equipment has been placed in storage in Augusta, Ga.

Immediately after the final breakfast Sunday morning the people departed for various destinations. George and Clare Bishop hopped to Gardner, Mass., where they will visit relatives for two weeks before returning to Florida. Mr. and Mrs. George P. Levesque went to McDonald, Pa. Joe Mathews, director and producer, joined his wife, Phillis De Rita, at the Dallas expo. Gracie Bishop, soubret, accompanied George and Clare Bishop. Grace Robey, leads, journeyed to Great Cacapon, W. Va.

The Musical Howards; Wayne Corliss, straights and leads; Marion Corliss, pianist, and Leo Goodchild, of the front door, hit out for Lunenburg, Mass. Art and Euna Gilbert went to Tucker's Camp, Savannah, Ga., where Art will rebuild his trailer. Nell Mason, comedienne and characters, went to Marietta, Ga. Jimmy Johnston, magician, with his trained dogs, Junior and Prince, and Mlle. Le Beaux, mentalist, and Louise Johnston will play school auditoriums and theaters. Smoky Joe Carlisle, the singing cowboy, will play theater and radio dates in the Carolinas and Florida. Joe Lisle, chef, went to Macon, Ga., and Mack N. Morton, electrician, to Roswell, Ga.; Ivan S. Douglas, boss canvasman, to Marietta, Ga.; Raymond Borden, trumpet, to Pittsburgh; Elwood Brown, chief pitcher, and Carl Brown, helper, to Miami; Snipe Johnny, assistant chef, and John Ross, canvasman, to New Orleans. F. I. Holland, of the advance, set sail for Dallas, where he will take in the Centennial and then jump on home to Chicago. E. S. Holland, general agent, is getting a unit ready to play the Coal Oil Lamp Circuit.

Show covered 3,538 miles in seven States. Only one day was lost by a windstorm and another by rain.

In all it was a successful season. There was only one small accident—a truck overturned on a sharp curve in the mountains in West Virginia, but no one was hurt and little damage done.

Billroy Show Briefs

TAYLOR, Tex., Nov. 21.—Business and weather at this writing is just fair. However, the next three weeks should show a decided improvement in both, since the new route cards disclose the fact that we're heading for the Rio Grande Valley.

Plans are already being made for "something inconceivably big" concerning the 1938 edition of Billroy's Comedians. Our San Antonio engagement, in the near future, has been contracted, one might say, solely in the nature of an experiment, for the towns to be played by this company in '38 are contingent upon what that city holds in store for us.

Sid Lovett and gang were back in Waco for a brief visit over Sunday. Sid reports a new addition to his brigade in the person of Walter Lawrence, formerly of Russell Brothers Circus. C. E. Cates, who was recently called home to El Dorado, Ark., by the passing of his mother, rejoined the bill car in Waco.

JOHN D. FINCH.

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Rep Ripples

ART AND EUNA GILBERT, after closing the season with the George Bishop Show at Wrens, Ga., are spending several weeks at Tucker's Camp, Savannah, Ga., where many showfolk gather.

"QUITE A NUMBER of troupers have arrived here," writes Lucius Jenkins, erstwhile repertorian who now operates a tourists' camp and playground at Tifton, Ga., "some to remain all winter and others merely to say 'hello.' Among those in and around the Jenkins Camp these days are Linden Coward, Al H. Miller, John Hughes, Red Feather, Frank (Buttons) Murray, John Al Street, Art Fifield and wife, George McDowell, Al Fox and wife, Jax Johnson and wife, Vernie and Johnnie Bishop and Lola and Tony Lamb. Sally Hughes and Jack Holmes are expected soon and Ralph and Grace Wordley are slated to arrive there this week.

AL S. PITCAITHLEY, who has been working Ohio clubs the last several weeks, breezed back into Cincinnati early last week to begin a week's run at the Cat and the Fiddle.

DEE COOK'S Comedians are still touring thru Southern Georgia.

LEE REEVES and Jack Garrett left the Jenkins Camp at Tifton, Ga., last week to join Nye and Company in Pittsburg, Tenn.

TONY LAMB is rebuilding and renovating his picture show for an opening in Georgia around January 15. Show has been equipped with the latest-type sound system.

OTIS OLIVER postals from Oklahoma City that his *Swanee Showboat* unit is heading into Texas. Oreta Buquet has rejoined the company after a few months' rest, Oliver says, and Virginia Hobbs, of Alva, Okla., who was accidentally shot while duck hunting recently, will return to the cast in three weeks.

FRANK JANSEN, formerly of the George W. Pughe Productions and now employed at the Cox Steel & Wire Company, Houston, postal from that village under date of November 12: "Went out to the Monroe Hopkins tent opry here a few nights ago and witnessed a very fine performance. Plenty of rep people here. One of these days will find me back in the biz again."

JACK BESSEY, who has been playing stock on the West Coast, is in Chicago after an absence of 14 years making plans for the opening of the new season. Bessey was formerly associated with Guy Hickman in the operation of the Hickman-Bessey Players, who formerly toured the Northwest. Hickman is playing in the cast of *It Can't Happen Here,* current at the Blackstone Theater, Chicago.

CHRISTY OBRECHT, who recently closed a 39 weeks' season under canvas, is in Chicago lining up talent thru the Bennett Theatrical Exchange for a repertoire company which he plans to open some time in February to play theaters in Minnesota and Northern Iowa.

Ward, Nall in Partnership

LOS ANGELES, Nov. 21.—Frank Ward, formerly with Toby Nord's Comedians for several years and last season general agent with the Inter-Mountain Shows of Boise, Ida., has formed a partnership with Doc Nall, of the United Attractions Company, this city, to promote industrial and merchants' exposition shows in this territory. A large top will house shows, several free acts, rides and concessions. Attraction opens next week at Torrance, Calif.

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Kansas City Jottings

KANSAS CITY, Mo., Nov. 21.—Henry Neal Players, who recently closed a stock engagement in Cheyenne, Wyo., are reported to be opening a circle in Colorado soon.

Mr. and Mrs. Jack Pearson are in the city for a few days. They plan to spend the winter on the West Coast.

Blanche Rollins and Fred Harris have joined the Nelson Loranger Stock Company in North Dakota.

Lester Ayers, formerly with the M. & M. Show, is now playing Santa Claus in one of the leading local department stores here.

Shelton Comedy Company, which recently closed the tent season, and is now playing houses in Arkansas.

Mr. and Mrs. Jimmie Warren sojourned briefly in the village this week, following the closing of their show in Louisiana.

Neil and Caroline Schaffner, owners of the Schaffner Players, have signed with the Alka-Selzer National Barn Dance and will be introduced as "Toby and Susie."

Sid Kingdon, who has been doing advance work for the Wallace Bruce Players in Kansas, is making tentative arrangements to open a circle in Northern Missouri.

Davis-Brunk Comedians, after a long season under canvas, closed recently in Louisiana.

Harry Blethroad recently joined Jimmie Hull's Comedians in Louisiana.

Mr. and Mrs. Harvey L. Twyman, who recently closed their circle after a long and successful season, have joined the Chicago Players in North Dakota.

Mac-Bell Players recently closed their circle which had been in operation around Sioux City, Ia.

Roster of the J. B. Rotnour Players, now in their sixth week of circle stock in Illinois, includes besides Rotnour, Jimmy Leroy, Dorothy Howard, Avo Bayley, Andrew Leigh, Jimmy Lawler, Warren Raeburn, Revanna Proctor and Bill Pierce.

Eddie and Tillie Paoli are visiting friends and relatives in Alabama.

Eva May Hogan, after a visit with friends and relatives in Boonville, Mo., has rejoined the Frank Wilder Show.

Boob Brassfield's Comedians recently featured *Are You a Democrat?* over their Georgia circle.

"Skeet" Cross is reported to be making good with his circle in Minnesota.

Lone Star Gleanings

HOUSTON, Nov. 21.—William Hansen's Tent Theater Company recently received its new top seating 450 people in reserves, with three lengths blues. Hansen's policy is vaudeville and sound pictures. Show is moving along nicely and there is no indication of an early closing.

Captain Hart's vaudeville and talkie show is getting its share of business and the closing date has not been posted as yet. Motor equipment and outfit in general are in excellent shape. Hart will winter in San Antonio after closing.

Ray Schmidt and wife recently visited with Mrs. Schmidt's father, C. C. Rector, of Monroe Hopkins Players, here. Schmidts reside in San Antonio, where Ray is connected with the Federal Theater Project.

Eugene Thomas has left here to open studios in San Antonio. He is also operating a small rep company in that city.

Billroy's Comedians have been creating favorable comment wherever they have appeared in Texas.

Leon Bostock, former well-known rep leading man, and the missus are residents of San Antonio, where Leon is connected with an auto firm. Mrs. Bostock is of the well-known Carsey Family of musicians.

Big Advance Sale on 'Noose'

PITTSBURGH, Nov. 21. — Heavy advance sale for *Snatched From the Noose,* which opens at the Fort Pitt Hotel December 1, assures the production a run of at least six weeks here, co-producers M. E. Fierst and Clyd McFall announce. Show will be offered in the English Room, which will be known as the Fort Pitt Opry House. Heading the cast will be Joe Woods, Jettie Taylor, Isabelle Jones, Josephine Kristoff, Chester Adams and Eugene Kline. Producers hope to keep the show on the boards indefinitely, pointing to George Sharp's *Drunkard,* which ran at the hotel for over 40 weeks.

Tolbert Company Begins Dothan Run

DOTHAN, Ala., Nov. 21.—Milt Tolbert Company, with all equipment renovated and repainted, began a stock engagement here Monday in its tent theater located in the heart of town. Big top is billed as the Palace Tent Theater.

In addition to the redecorations, the tent has been floored, a modern heating plant has been installed, a large lobby has been added to the front and opera chairs and box seats have been placed, giving it the appearance of a modern theater.

Milt Tolbert organization is this season presenting two separate and distinct companies, with each doing a show every other night. Number 1 company is Toby Eastman's *Cellophane Scandals,* which will present two-hour musical revues. Featured with the unit will be the St. Regent Club Orchestra, under the direction of Herman (Red) Jenks, and the Eight Debutantes. In the cast are Toby Eastman, featured comic and producer; "Slim" Williams, comic; Paul Herbert, Red Corley, Billy Mack, Pee-Wee Boggs, the Cannon Sisters, Marie Domaine, Bea Powers, Dixie Connors and Fay Frances.

Number 2 company is the Madge Kinsey Players, which last season had a successful run at the Grand Opera House, Canton, O. Kinsey organization will present old-time dramas and vaudeville. Each play will have a special stage setting.

A radio program is presented daily over WAGF, featuring scenes from the various plays and the St. Regent Club Orchestra, with Toby Eastman as emsee.

Prices are scaled at 10, 20 and 30 cents.

Pitt Playhouse Biz Up

PITTSBURGH, Nov. 21.—Business during the first two weeks of the Pittsburgh Playhouse season has shown a marked improvement over a similar period last year, a checkup reveals. Its first production, *Russet Mantle,* played to several capacity houses, with large advance orders already in for *Streets of New York,* the second production, opening November 29. *Murder in a Cathedral* has been set as the third show of the season. Newcomers to the acting company include Peter Joray, formerly with the New York Theater Guild.

ENDURANCE SHOWS——

(Continued from page 31)

a 4,000 good-will tour. From the tenor of his epistle we gather that he prefers the balmy tropic breezes and a permanent spot to hang his topper to living out of a trunk.

DOC (BLACKIE) KIRBY, trainer, cards that he would like to hear from Al Painter, Mickey Thayer and Rajah Bergman via the Letter List.

DUCKY NACCAROTO, former walkie emsee, is now doing announcing for Jack Steinel, midget auto race promoter. Ducky was recently laid up for six months as the result of an auto accident in Los Angeles. He would like to hear from friends via the Letter List.

PEGGY WHITE would like to hear from Ann (Molash) Moody, Lucille Tuck, Joe Piccinelli and Margaret Helm via the Letter List.

"WOULD LIKE TO HEAR from all my friends thru the Letter List," writes Eddie Jameison, "especially Zeke Youngblood, Dick Edwards, Doug Mills, Maxine Mills and Billy Willis. And what's become of Richard Kaplan?"

TED BURNS is asked to communicate with his mother at 405 N. Chapman street, Shawnee, Okla.

R. F. NOBLE would like to hear from Tex Falk, Marion Kirk, Mike Gouvas and Jack (Dead Pan) Kelly via the Letter List.

EARL CLARK pencils from Des Moines, where he is resting after winning the recent walkie held there, to say that he is ready for another dash of puppy pushing. He would like to hear from friends thru the Letter List.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

CHARLES J. JONES, professionally known as Colta, entertained his fellow lodgemen recently at a stag night held by the Shriners of Zembo Temple, Harrisburg, Pa. Other magicians on the program were Doc Mifflin and Julerose, and Charles Beckler, ventriloquist and emsee. Mrs. Jones assisted her husband with marionettes. Jones is a Noble in the Shriners' Lodge

THE ONE-ARMED paperhanger has been discovered, but who ever heard of a one-armed magician?

FRATRES SINCIPITIS MYSTICI, a magic club which in plain English means "Brothers of the Mystic Skull," was formed in Harrisburg, Pa., November 16. Following officers were elected: The greater skull, Eddie Clever; the lesser skull, Joe Yeager; recorder of the skull, Mike Zerance, and collector of the skull's subsistence, Bill Shellenberger. In addition to officers other charter members include Bill Campbell, James Fischer, Tom Hursh, Fred Landrus and Joe Moder.

DOLORES DU SHANE, ventriloquist, has been engaged by the O'Neil department store, Akron, O., opening November 21 and closing Christmas Eve. Miss Du Shane recently returned from an eight weeks' vacation in Northern Michigan.

THE GREAT DAGMAR opened an engagement last Saturday at Hearn's department store, New York, for the duration of the annual Christmas Toyland Fair.

HOW COME we don't hear from Houdini?

RHODE ISLAND ASSEMBLY No. 26, SAM, held its monthly meeting at the Providence-Biltmore November 9 with 30 members and guests present, including a delegation of members from R. I. Ring 44, IBM. The usual magic program was presented, with Waldo Rouviere, Harry A. Scheer, Cliff Hard, Fred Poole, C. Foster Fenner and William Chatterly offering routines. Thomas Meehan, onetime manager of RKO theaters in Providence and now an executive of the Narragansett Electric Company, was a guest at the meeting and told several anecdotes. Assembly is laying plans for its annual Christmas Party and Ladies' Night to be held next month.

REX M. INGHAM, formerly manager of Stoddard, "premier deceptionist," and now manager of Jack X. Van Buren (Electro Ray), accompanied by Mrs. Ingham and Mrs. Van Buren, caught the Birch Show at the Lincoln High School, Canton, O., Monday of last week. "Good kid entertainment and pleased the adult portion of the audience as well," Ingham writes.

RECENTLY WE BERATED the magi working 5-cent shows in schools and who by their practices are cutthroating the lads who have been making the schools for years at a decent admission figure. Now comes word from Chattanooga that a fellow calling himself a magician is playing the schools there to a 3-cent admission charge. What ambition a guy like that must have!

MAGICIANS everywhere will mourn the sudden passing in Cincinnati last week of William J. Hilliar, founder of *The Sphinx* magazine and originator of the magic column in *The Billboard*. In addition to being a writer and authority on magic, Hilliar was a crackerjack mystifier in his own rights. His knowledge of magic and his acquaintance in the magic field was probably not exceeded by any person in the magic field today. Further details of Hilliar's death appear in the Final Curtain page, this issue.

VERY OFTEN it's a better investment to buy new wardrobe than new tricks.

BILL BAIRD, who opens in the Walnut Room of the Bismarck Hotel, Chicago, November 27, expects to remain around the Windy City for a couple of months. Baird recently caught Paul Rosini at the Palmer House, Chicago, and speaks of him as "about the best hotel magician I have ever had the pleasure of meeting."

W. C. (DORNY) DORNFIELD continues to play the better clubs in the Windy City and is being kept busy.

QUEEN CITY MYSTICS, Assembly No. 11, SAM, are making preparations for their annual show to be held December 4 at the Union Gas & Electric Company Auditorium, Cincinnati. A list of prominent magic acts are being lined up for the affair, which will be open to the public. H. Adrian Smith will be one of the features All magicians are invited to attend.

WHEN YOU WANT to be alone to think over a new trick don't make yourself so comfortable that you fall asleep.

HYANDI, magician, is at the Cinema Medica in Bologna, Italy.

HAGE DARLING, illusionist, is at the Valencia in Copenhagen.

MYSTERIOUS HOWARD pens that he's still going strong with his show in Alabama, playing from three to six schools a day. Business is the best he has ever enjoyed in schools, he says. Howard is doing a 30-minute turn with his partner, Elmer, comedy magician, and is featuring the Houdini needle mystery. Lot of magicians in the Alabama country, Howard reports. but all are getting a little money.

IT SEEMS STRANGE that with all the exposing that is supposed to be going on magic's popularity continues to gain in leaps and bounds, particularly in the night-club field. Perhaps the fellow who said, "Show 'em how to do a trick now and then and they'll take a greater interest in magic," wasn't so far wrong at that.

FAY RIDENOUR, known professionally as Fay, "That Mystery Man," closed with the Russell Bros. Circus at West Plains, Mo., November 8, and is now en route to Portland, Ore., to rejoin his wife, Ellen, who was forced to remain off the road this season due to illness. En route west, Ridenour stopped off in Columbus, Neb., for a visit with his children by a former marriage.

EVANS BROWN, the musical magician, has just signed two contracts for next season—one to tour under direction of the Lecture Bureau of the University of Wisconsin from October 4, 1937, to January 29, 1938, and another to work under the Lecture Bureau of the University of Kansas from February 1, 1938, to May, 1938. The two bureaus expect to give Brown a maximum season of about 30 weeks. He did a similar tour for them four years ago, playing 249 engagements in 27 weeks.

WHEN A VISITING magician refuses the invitation to perform before the local magic club it's not always because he's travel-tired or indisposed. Frequently it's because he's smart. Possibly he's had the experience of having his material lifted before. Only a short time ago a magician-friend of ours, while playing a club in a Midwestern city, volunteered to show his wares before the town's mystic society. Two weeks after he left town two of the members of the club were doing pretty good imitations of the visiting magician's turn—patter an' all.

MYSTERIOUS SMITH COMPANY narrowly missed losing their equipment November 16, when fire broke out at the Princess Theater, Eastman, Ga., just a few minutes before the first night show. Balcony and booth were badly damaged. Six hundred people in the audience

(See MAGIC on page 45)

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EDITORIAL DEPT.
POSSIBILITIES

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT

MUSICAL

IRIS ADRIAN—singer caught recently at the Hollywood Restaurant, New York. As a modernized soubret she is chanting spicy ditties about young girls who chase millionaires. Has a vigorous personality and a gusty delivery, demanding and getting attention. An attractive redhead, she also has the appearance. Should click in a revue spot.

VIC PLANT—burlesque comic who should have been unearthed long ago by some enterprising revue producer. A talented funster with a very amusing hoke style. Can be very funny with either clean or blue material. A short fellow of definitely comic appearance, he's a sure click.

ANN VALENTINE—a pretty-pretty now in the burlesque disrobing ranks. Gypsy Rose Lee has gone ahead in legit, and Miss Valentine is another who can fit the legit bill. A tall and beautiful brunet with a lovely figure, she presents her numbers with much charm, and applies just as much charm as a talker in the comedy bits.

For VAUDE

ELEANOR TENNIS—lovely young specialty dancer at the Hotel Pierre, New York. She is excellently costumed, and her toe work, choreographed by Florence Rogge, is a delight. Has attractive personality and appearance. Certainly rates being featured in vaude, heading a flash.

For FILMS

BARBARA WEEKS — attractive blonde now appearing in *Double Dummy*, legit show at the Golden Theater, New York. Plays a tough moll and does a standout job, bringing the character away from the stereotype. Could be used to great advantage in films.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"LOCATED AN OLD TIMER in your column of the November 7 issue," writes George W. Bills of Marysville, Wash. "It was my old friend Art Crawford, minstrel man of long ago. I wrote him last to Bennington, Vt., and, upon receiving no answer, assumed that he had made the Last Curtain; but I now find that he is very much alive. I wager he will be surprised to hear that I still have the parade cane he gave me over 30 years ago."

CLAIBORNE WHITE, colored advance agent for various old-time minstrel shows, is now living in Memphis. White is anxious to hear from his old friends of minstrelsy.

"SEE WHERE John W. Vogel's Big City Minstrels are taking to the road again," letters Spencer A. Stine from Washington. "I was glad to hear of it as it will give the young people of today a chance to see some good acting and dancing and hear some good singing. Hope Vogel doesn't leave Washington off his route."

"CERTAINLY SURPRISED to hear of Doc Samson's death," postal the Delano Brothers. "Minstrelsy has lost a friend. It was our pleasure to work with him in 1926. We recently finished three weeks at Hodges Grill in Binghamton and opened the 15th at a Buffalo nitery. Booked for the Hollywood Night Club, Rochester, N. Y., the week of the 24th."

ED CONDON, former minstrel man, is directing the minstrel troupe sponsored by the Jackson (Miss.) Exchange Club to raise funds for the club's annual Christmas treat to the under-privileged children of that city.

WALCOTT'S RABBIT-FOOT MINSTRELS are still doing one and two-nighters in the South.

MINSTREL UNIT of the New Orleans Federal Theater Project is making one-night stops within 150 miles of city. Troupe recently returned from a highly successful tour of CCC camps and larger communities of the Middle South, after an original 30-day schedule was extended to 90 days. While in the city for the brief rest, entire company played for *March of Time*. Troupe consists of 19 men, headed by Jimmy Cooper, former minstrel end man.

JACK SHEPHERD letters from Elizabeth, N. J., that he will coach and direct an old-time minstrel production to be presented by the Bayway Federation of the Standard Oil Company, Elizabeth, February 5 and 6. Performances will be held in the Masonic Temple Auditorium there. Shepherd says he has secured the services of Mrs. George Primrose as interlocutor for the show.

HAPPY RAY WARE PRODUCTION COMPANY made its first date at Tallassee, Ala., November 8, with an old-time minstrel. Show was presented under the auspices of the American Legion and directed by Happy Ray Ware, formerly of Majestic Shows.

"WALTER BROWN LEONARD's article on 'Minstrels of Pioneer Days' was very interesting," letters Sam Griffin from San Francisco. "Regret having missed Sam Gill. Try it again, Sam, when you come this way."

PROF. WALTER BROWN LEONARD cards from St. Petersburg, Fla., where he recently arrived with the missus on a Florida sojourn. They visited Charles Bernard in Savannah, Ga., on the way down.

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The Magician of Today

By W. C. (Dorny) Dornfield

"MAGIC!" Figuratively as well as literally, a word to conjure with. One of the oldest of the ancient arts, yet more popular today than it has been for many years. The pessimists have been croaking "magic is dead" for such a long time that even the most ardent fan was beginning to believe it. They said: "Conjuring has passed into the limbo of the forgotten with the minstrel shows, the blood and thunder melodrama, the itinerant hypnotists and the late-lamented popular form of entertainment known as vaudeville." Altho we are of the opinion that variety will come back bigger and better than ever, it may be some time ere the dawn of that happy day. Past events in all lines of endeavor seem to prove conclusively that everything travels in cycles. Perhaps such a statement is a bit bromidic, but when we see such things as the return of the bicycle, the renaissance of women's styles of many decades ago and many kindred coincidences, perhaps it is not illogical to believe that the halcyon days of real variety will also come back. When it does magic and its affiliated arts will be among the most popular forms of entertainment presented. Why? First, because everyone loves mystery in all its forms. Secondly, besides being mysterious, magic—if properly presented—is and always has been an ideal form of entertainment. In the days of variety a magician who played any kind of theater had to be an artist in his line. He had to have all the attributes of a true performer, as well as his natural ability as a magician. Good magicians in those days were few and far between, with the result that one who was a real artist had no trouble finding continuous and profitable engagements.

W. C. Dornfield

In the meantime, for reasons which no one seems to be able to explain, a new field has come up for the enterprising magi. The hotels and night clubs. These places for many years were content to book more or less stereotyped forms of entertainment and let it go at that. A typical floor show consisted of a dance team, a singer, a musical specialty and now and then a line of dancing girls with a master of ceremonies. All meritorious performers, mind you, yet when the whole show had been presented it was simply a program of singing and dancing—no variety. Some enterprising night-club impresario in the past dared to defy the conventional manner of floor show and tried out a few novelty acts. They clicked in a big way. Eventually other bookers and managers decided it might be a good idea to do the same thing. The inevitable result has been that today almost all of the better spots and many of the smaller ones are using novelty acts, such as jugglers, animal acts, bicycle acts, monologists and magicians. Magicians apparently have done a great deal better than other novelty entertainers. The reason seems to be that the night-club habitue gets quite a kick out of seeing a man perform apparent miracles in such close proximity as most night clubs afford. They reason that if a man can fool them at such close quarters without the benefit of stage, scenery, special lighting and—as they imagine—traps and mirrors he must be "pretty good." So they are thoroly mystified and entertained and keep coming back for more as well as telling others about it.

Since the night-club entertainer has none of the adjuncts of the stage performer, he must of necessity resort to other methods of procedure in order to sell his wares. He must have a repertoire of tricks which can be presented with an audience on all sides of him. This means they may even be behind him. It takes a "bit of doing" to get such magical effects, yet it can be done. He has to take into account that in a night club or hotel floor show he is so close to his audience that they are able to watch and analyze his every move. If they detect him in any of his subtle moves they are quick to remark about it audibly. He has to be able to cope with such hecklers, but he has to do it in a smooth and diplomatic manner which will at the same time "top" the annoyer and mollify him as well. This takes experience, sang-froid and finesse. There are very few entertainers, magical or otherwise, who are able to handle the omnipresent heckler. A floor-show magician has to be on the constant qui vive to see that everything goes over well. He has to be able to capitalize on any and all situations that may arise. He has to present his effects so they are visible to everyone in the place.

* * *

Magicians who possess all the above qualifications are as scarce as new tricks. In our humble opinion we feel that one magician who really has all the qualities we have enumerated is Fred Keating. We also feel that he is responsible for the beginning of the popularity of magic in the better class night clubs. His work in the larger cities caused so much favorable comment that magicians capable of performing intimate magic in an engaging manner became the vogue. To see Keating perform the simplest problem of magic, whether old or new, was one of the delights of modern entertainment.

Russell Swann is another artist who has won acclaim with his suave and sophisticated manner. Swann not only is an excellent performer on the floor but is also an adept tableworker. His ingratiating personality, patter, methods of presentation and deportment stamp him as a truly great exponent of the *art mystique*. Many years of practical experience on the legitimate stage have schooled him to the point where he now ranks as the finest magician-master-of-ceremonies appearing before the public.

Cardini. What an artist! He is as much at home on the floor of the swankiest hotel or night club show as he is on the stages of the largest theaters of the world. A magician who has written history as far as creating a vogue in magic is concerned. The perfect conjurer in every way. To see him present his flawless routine of the most difficult moves and manipulations with cards, balls and cigarets is to witness, indeed, a symphony in digital dexterity. Coupled with an inimitable manner of presentation, he is the peer of the modern prestidigitators. Altho there are many who have copied his tricks, his routine and even his manner, they cannot imitate that indescribable something which makes Cardini—CARDINI!

* * *

Another newcomer in the realms of deception who created an act that has been featured in every leading theater in this country, as well as Europe, is Ade Duval. Beginning with a silk handkerchief trick in lyceum and chautauqua only nine years ago, he elaborated his original idea until he has the fastest and smoothest silk act that has ever graced a stage or floor show. Duval has personality, class, technique, an amazing sense of misdirection and a perfect routine. Such a combination is indeed hard to surpass. So far no one has even equaled, much less surpassed him.

W. C. (DORNY) DORNFIELD has been in and out of magic for the last 25 years, first as a hobby and for the last 15 years as a professional. Has traveled extensively in every part of the U. S. A. and Canada, as well as in Europe and Australia. Always a believer in the idea that magic should be entertaining as well as mystifying, has combined magic with comedy in all his work. Idol and ideal, Howard Thurston. Fifteen years ago was offered full-evening show backed by Thurston, but turned it down as he felt he wasn't quite ready for such a big proposition. Author of "Trix and Chatter," a textbook of magic and patter. Past national president of the Society of American Magicians. Past vice-president of the International Brotherhood of Magicians. Never invented a single trick but has presented many of them. Still believes that magic is far from being dead.

One of the cleverest all-round magical entertainers is that fellow of infinite skill, Paul Rosini. Most places that have booked him for a run of from two to four weeks have held him over indefinitely, and he usually returns for further engagements. Possessing an unlimited repertoire of sleight-of-hand effects, he is as much at home at a small table party as in the middle of a floor show. His timing and mode of presentation are the means of conveying to the senses of his auditors the idea that he is not so sure that the trick will work. Then after he has brought it to a successful conclusion he appears as much surprised as they. A quaint manner of speech helps him sell his wares in a most amusing manner.

* * *

Perhaps the finest exponent of card manipulation per se is Le Paul. He features this branch of conjuring exclusively and has recently been playing in the finest hotels and night clubs. He has been for the past 10 years the standard bearer in this line of work on the vaudeville stage. To watch Le Paul handle a deck of the elusive pasteboards is to see a master worker. His presentation is flawless. An engaging smile and an excellent appearance are among the attributes of this really fine sleight-of-hand entertainer. His act represents years of ceaseless practice and infinite patience.

* * *

Gali-Gali, a smooth Oriental wonder worker, has made a very definite impression on American audiences. He has that rare quality of which we have read so much in magic; namely, misdirection. His manner of approach enables him to present the simplest of effects in such a way as to appear almost miraculous. Several years of profitable and artistic endeavor prove that he has what it takes.

* * *

A comparative newcomer in the realm of magic is Tommy Martin. Beginning in small theaters, in just a few years he has worked his way to the stages of the de luxers—as well as the finest floor shows of Europe and America. Opening unheralded and unsung in England a few months ago, he is now one of the established favorites of English and Continental audiences. Doing a silent act, his turn runs the gamut of small sleight-of-hand effects to larger tricks and illusions. A notable example of what youth, personality and ability can accomplish.

Departing entirely from the average floor show worker's repertoire of sleight-of-hand and small tricks, we find one man who has established himself solidly as an exponent of big magic and illusions. Jack Gwynne. An untiring worker, a clever performer, an originator of ideas and effects, Gwynne has traveled far in the past few years. His work is speedy, clean cut and telling. Assisted by four aids-de-camp, two of whom are his family, he keeps on working at all times. In the best places, too.

* * *

Thus we have mentioned a few of the men who have helped popularize magic in the new fields of entertainment, hotels and night clubs. As time goes on there will have to be more magicians to fill the spots that are constantly seeking for novel entertainment. From where will they come? Attend the meetings of the various magical societies, such as the Society of American Magicians, the International Brotherhood of Magicians and the independent organizations where every now and then one may see a Chuckie Koontz or a Scottie Lang. Real performers in the making. Potential magical stars who have the world of magic to conquer. It takes a lot of stick-to-it-iveness and patience but it is is worth it. Of such stuff is a genius made.

In conclusion, may we ad lib at random? To work in the present era of night clubs, etc., as well as preparing for the advent of stage shows, it is a good idea to bear in mind that the few stars of magic mentioned in this article all got there because they did the things every first-class artist in lines other than magic has had to do. They worked, they studied, they practiced and they persevered. They dress themselves as well as their acts in the mode of the day. We take issue with a friend who writes in a recent magical brochure that it is foolish to pay from $75 to $150 for a dress suit when one can be purchased at so-and-so's chain store for $22.50. Such a suit looks the part and will make the magician look the same. Good appearance is the most vital asset that any up-to-date magician can possess.

So we close. We have tried to write from an unbiased viewpoint and have left ourselves out of the subject matter entirely. But we do feel, from personal experience, that magic is a pretty good game and in spite of many setbacks and trying moments we are still with it. Selah!

THE GROWTH——

(Continued from page 27)

as a registry of people thruout the country who are potential theatergoers. There might be several sources of revenue in the booth itself if it were decided that no admission should be charged. Books on the theater could be sold and photographs of players, reproductions of theater settings, theater magazines, etc. This would defray the rental cost of the booth, and any surplus would be donated to the theatrical charities. Mrs. Newton said that she might possibly prevail upon Garrison P. Sherwood, the League's treasurer, to put on display his valuable private theater collection, containing programs, photographs, press comments, etc., covering the American theater since 1825 and the English theater since 1776. This collection, by the way, is always available for reference to all members of the Drama League of New York and to such accredited persons as are interested.

Chicago Time Remains Okeh

Balaban & Katz dropouts not felt—more spots come in—over nine weeks

CHICAGO, Nov. 21.—Altho Balaban & Katz have eliminated flesh from all but their downtown theaters, the playing time in this territory still holds up. Considerable interest cropped up the last few weeks from out-of-town managers, resulting in several full weeks being added to time booked here. In addition a circuit of small Indiana towns has started using vaude acts regularly, ranging from one to three-day stands, the towns in some instances not having had a stage show in years.

At present there are nine full weeks here and in neighboring territory, not including the Palace and Chicago theaters here, which are booked from New York. Besides the Indiana circuit, there is a number of one, two and three-day spots and a few towns that book occasional shows.

Billy Diamond books the State-Lake here; Tower, Kansas City; Downtown, Detroit, and the Grand Opera House, St. Louis, all full weeks. The RKO office (Warren Jones) has the Colonial, Dayton, and Lyric, Indianapolis, full weeks; Orpheum, Davenport (Friday, Saturday and Sunday); Orpheum, Dubuque (every other Friday, Saturday and Sunday); Palace, Fort Wayne, split week; Orpheum, Champaign, Ill.; Kedzie here (Saturday and Sunday), and the Orpheum, Sioux City, and Iowa, Cedar Rapids (every other Friday, Saturday and Sunday). Theater Booking Office (Dick Bergen) books Oriental here, full week; Orpheum, Springfield, Ill. (every other Friday, Saturday and Sunday), and the Norshore here (Sunday only).

William Morris office (Sam Bramson) books Riverside, Milwaukee, full week; Stratford here, Saturday and Sunday, and Paramount, Hammond, Ind., Sunday only, the last two being on Charlie Hogan's book.

Tommy Sacco places three to five acts weekly in the Garrick, St. Louis, a burlesque house using vaude. A full week. Boyle Woolfolk has the Wisconsin, La Crosse, Wis., Saturday and Sunday; Frank Gladden books the Shirley, Fort Wayne, Friday, Saturday and Sunday, and John Benson has the Arcada, St. Charles, Ill., with separate shows on both Saturdays and Sundays.

Indiana circuit, started and booked by Bert Peck as an experiment, has proved so successful that additional towns are being added starting today. Originally the route consisted of a week between La Porte, South Bend and Michigan City, Ind. Beginning today eight more days are being added, starting at the Tivoli Theater, Mishawaka, going to Marion for Sunday and Monday; Clinton, Tuesday, Wednesday and Thursday, and ending at Linton, Friday and Saturday. Units are produced here and travel by auto intact.

"Spices of Paris" Unit

FORT WORTH, Nov. 21.—Jack Maggard is rehearsing a unit here which is to tour the Southwest. Is entitled *Spices of Paris* and cast includes Harold Jonte, Honey Payne, Freddie Haller and Fritz Herbert, Jean Hatfield, Louise Steel, Yvonne, Ray and Rhea, Normi Norman and Rose Marie.

Buddy Rogers Booked

NEW YORK, Nov. 21.—Buddy Rogers and band show will play theaters for several weeks prior to sailing for Europe December 26. He will play Akron the first half of December 11 and Loew's State here week of December 28. Newspapers have been heavy with news of his forthcoming marriage to Mary Pickford.

New Baltimore Booker

BALTIMORE, Nov. 21.—A new booking office has been opened here under the name of Mutual Theatrical Agency. It is headed by S. Stanley LaZarus, and Bud Whitlock is his associate.

Woe Is Me!

NEW YORK, Nov. 21.—Current show at the local Paramount is tops in jinx shows. Starting with the sudden Mae West personal appearance cancellation the show opened Wednesday and there was considerable confusion brought on by cancellations and illness, which prevailed until late yesterday.

First, Don Baker, house organist, was stricken with appendicitis and removed to the Staten Island Hospital. He was replaced by Lew White. Paul Draper quit after the second show opening day because of the size of the stage and he was succeeded by the Three Wiles. Jack Powell fell off the stage during the second show and quit after the last show Wednesday. Cookie Bowers subbed for Thursday only and Johnny Burke went in yesterday for the balance of the week.

Al Donahue, heading the band at the house, is ill with ulcers, but hanging on until the finish of the run, when he will go into a hospital. Louise Massey was beset with a severe cold yesterday, but is remaining with the aid of medical treatment.

Booker Harry Kalcheim doesn't feel so well himself.

Arren and Broderick Set On European Vaude Dates

LONDON, Nov. 21.—Arren and Broderick, American vaude headliners currently a feature of *Let's Raise the Curtain* at the Victoria Palace here, have been set to play French and English vaude dates when the show ends its run around the first of the year.

They are booked for two weeks at the Alhambra in Paris, after which they will return to England for a tour of the variety circuits. They have just finished a picture at the British Lions studio and have another coming up in a few weeks.

Mass. Agent Association Gets Charter and Seal

BOSTON, Nov. 21.—First luncheon of of the Massachusetts Theatrical Agents' Protective Association was held Thursday noon at the Hotel Touraine. Following the luncheon Lew Frey, president, presided over the weekly meeting.

Several chapters of the by-laws and resolutions were discussed and passed. State charter and seal were formally accepted and were presented by Leslie M. Kreidberg, corporation counsel.

Equity and Screen Actors May Help in Flesh Drive

Campaign may also include paid broadcasting—AFA and 802 work on producing units for indie houses—New York stages parade—Philly drive ignored by newspapers

(Continued from page 4)

still being picketed, most outstanding effort being the massing of between 20 and 30 men at the local Academy of Music every day of the week. This will be continued, together with additional mass picketing in Harlem, Bronx and Brooklyn.

Out-of-town reports filtering in to local headquarters indicate an imminent campaign in Wilkes-Barre, Pa., where Local 140 has appointed a committee to arouse public sentiment and obtain advice thru the New York office; in Paterson, N. J., a drive may be started within one month; in Los Angeles and San Francisco the campaign is conducted along the lines of an educational movement, the use of parades and floats being prominent; in Kingston, N. Y., efforts are being made to force an entering wedge by means of petitions, but, should this fail, picketing will be resorted to, and finally, indorsement of the drive in general has been received from all New England locals.

PHILADELPHIA, Nov. 21.—Last stand on part of Musicians' Union, Local 77, to crash the dailies in its campaign for live entertainment went for naught. Thursday the entire Philadelphia Orchestra picketed en masse, but it was no go. This was the second spectacular front arranged by the musicians. The previous week Dr. Thaddeus Rich, dean of the Temple University School of Music and State supervisor for the WPA music project, and Meyer Davis, society ork leader, did their picket duty but failed to crash the papers. Mrs. Davis stood on the sidelines pouring hot coffee for the picketers, but even that did not help.

Possibilities of another get-together with Warner execs flared anew when Harry Warner arrived here last week. However, his first mission was to iron things out with the stagehands' union. He may tackle the musicians next.

While things along the theater front are at a standstill, first signs of a settlement with the last remaining rebel radio station, WCAU, were made last week. David Bortin, local attorney, offered to serve as a go-between, and submitted a proposal for a settlement at WCAU to Oscar A. Moldawer, attorney for the musicians' union. Offer was turned down by A. Anthony Tomei, 77 prez, refusing to allow any concessions to WCAU that are not enjoyed by radio stations that have fallen in line. While Dr. Leon Levy, WCAU head, seems willing to up the number of musicians for the studio band from 11 to 16 men, it is reported that the whole hinge lies in the use of the musicians for commercial as well as sustaining work during their two hours' work each day.

Bands at other stations do only sustaining work, and union agreement reads that no station be allowed extra privileges. Use of studio bands for commercial work has been the bone of contention in all previous dealings between the union and radio stations.

RKO and Para's Additional Buys

NEW YORK, Nov. 21.—RKO and Paramount lined up additional bookings of importance this week. RKO has bought the Ethel Waters unit for Columbus and Minneapolis weeks of December 11 and 19, and Miss Waters as a single New Year's week at the Palace, Chicago. Circuit also booked Lum and Abner for Shubert, Cincinnati, December 11; Ben Marden's *Riviera* unit for Boston December 17, and gave Carroll's *Mardi Gras* unit additional time.

Paramount has set the Mills Brothers for the Oriental, Chicago, to open either January 1 or 8. Also Herbert Mundin, Michigan, Detroit, December 4; Phil Baker's show, Metropolitan, Boston, December 4, and Xavier Cugat's Ork, Boston, December 25.

Kreisler Sub Booked

WASHINGTON, Nov. 21.—Glenn Carow, relatively obscure local pianist and music teacher, is playing a week at the Capitol here, getting the date when he did a good job of subbing for Fritz Kreisler, renowned violinist. Scheduled for a concert at Constitution Hall several weeks ago, Kreisler was delayed several hours. Carow was one of a group hastily summoned, and his efforts elicited favorable comment from reviewers.

Vaudeville Notes

MLLE. NIRSKA, who has just completed two weeks at the Chicago Theater, Chicago, with her *Butterfly Dance*, is scheduled to appear in a color film to be made by 20th Century-Fox. She will play Milwaukee, Indianapolis and Detroit before going to Hollywood. . . . Bille Davis, who worked as a "mechanical doll" in vaudeville and now operating dance studios in Charleston and Nitro, W. Va., was seriously injured in a bus accident in the latter town recently. . . . Frank S. Tait, managing director of J. C. Williamson, on his way to America to look for talent for Australia. . . . Elaine Dowling, formerly of Five Wonder Girls, is leading the all-girl band with Major Bowes' all-femme unit.

PAUL DUKE returns to the Metropolitan, Boston, this Friday, repeating within three months. He just closed at the Hotel Adelphia, Philadelphia. . . . Nat Nazarro back in New York from Europe, but will return abroad in February. His act, Buck and Bubbles, is doing a British film and playing theaters. . . . Titon Trio fell out of its St. Louis date this week for F. & M. when one of the trio wanted to go to the Coast. . . . Ben Bernie has lined up more dates; current at the Stanley, Pittsburgh, then going to the Fox, Detroit, and Ambassador, St. Louis. Same act as at the State, New York, with Dawn O'Day included. . . . Joan Marsh has been booked by Sam Weisbord, of the Morris Agency, into Troy and Schenectady for RKO week of December 11. . . . Weisbord also set Kate Smith with the Ben Bernie broadcast December 8 out of Detroit.

BENNY DAVIS will start out again with his unit, opening Christmas Week at Fay's, Philadelphia. . . . Sam Shayon, of F. & M. Stageshows, is negotiating with New York department stores for use of the special ice rink, used recently at the Roxy, New York, for winter sports display. . . . RKO's Palace, Rochester, will use Rinaldo, magician, for two weeks, starting December 4. . . . F. & M. Stageshows is slated to book the floor shows for Harold Stern's night club in Brooklyn, which is slated to open December 10. . . . DeMarco Sisters, ages 8, 10 and 12, are being auditioned around New York for radio and pictures, and Al Pearce is slated to use them soon on his broadcast.

FANCHON & MARCO booking vaude in Portland, Seattle, Vancouver, Salem and Eugene, Ore., and New Westminster, B. C. . . . Muriel Page, flame dancer, currently at the Orpheum, Los Angeles, next goes to Cleveland. . . . Olsen and Johnson unit includes Hector and Pals, Pierce Sisters, Ole Olsen Jr., Ruth Faber, Noel Williams, Count Cutelli, Al Downing and Jack Cavanaugh.

PROF. LAMBERTI is booked into the Palace Theater, Cleveland, week of November 27, and opens December 4 at the Metropolitan, Boston, for a 10-day run. . . . Ruth Talford, of Pittsburgh, former vaude singer, is now operating a beauty parlor in McKees Rocks, Pa., located a few miles from the Smoky City. . . . Jackie Heller spending a brief vacation home in Pittsburgh following a week at Ambassador, St. Louis. Leaving for London soon for the Grosvenor House. . . . Alfred Liberatore, known in vaude circles as Al Libby, lost two ventriloquist dummies last week on his way home from an engagement at Claremont, N. H. He was left speechless.

Reach Compromise In Coast Dispute

LOS ANGELES, Nov. 21.—Compromise in the controversy between Musicians' Local 47 and the Paramount and Orpheum theaters here over musicians' pay boost demands of 15 per cent was reached yesterday with a 10 per cent increase. Demands made several weeks ago caused Fanchon & Marco, operators of the Paramount, and Sherrill Cohen, owner of Orpheum, to announce that stage shows at both houses would be abandoned, rather than submit to extra wages.

New bill at Paramount Thursday got under way with a stop-gap setup of five pianists, minimum allowed by union under its 15 per cent demands. Ten side men were added today, with Rube Wolf's regular house band slated for reinstatement next Thursday.

At the Orpheum, which did not drop its orchestra pending settlement of the controversy, increased pay is retroactive as of November 11.

Paramount's new scale, on two-year contract, provides for $77 weekly per side man for 30 shows, a $5 increase. Orpheum scale was settled for $63, compared with old scale of $59.50 for 23 shows.

Art Developments in the Presentation Field

By Russell Patterson

FOR many years the legitimate branch of the theater has been knocking at the door of the artist for production aids. Legitimate producers have always felt the need for beauty and originality in their productions. Many artists have reaped fortunes catering to them.

Russell Patterson

My experience in this branch of the theater has stood me in good stead in the years that I have been working in the presentation field. The first thing that I looked for was some way of improving one of the most popular forms of vaudeville entertainment—puppets. For many months I worked on an idea to bring them into a more modern and more down-to-earth manner of presentation. I adapted some of my original costume ideas and scenic effects into a complete show, with puppets playing all the parts. So were born my Personettes.

I invested a good deal of money, dressed my characters in the finest costumes possible, built a compact stage, hired mimics and trained them in the art of puppeteering, contracted lyric and music writers for special material, formed a separate plant to manufacture the puppets and I was off with a new idea. Fortunately it proved successful. I have one unit going into the Roxy Theater, New York, and one being readied to go into the Rainbow Room. The thing that helped to make this simple form of entertainment was the incorporation of my knowledge of art.

Fanchon & Marco Agency, which handles my business, is making plans for a regular route of Personette shows, and if present plans go thru there should be at least 30 of these miniature musicals reviving interest in presentation theaters from Coast to Coast.

* * *

I have noticed lately in such gorgeous productions as the French Casino presentation units, the Folies Comique, the elaborate productions which Charlie Koerner builds for RKO and those which Jack Partington produces for the Roxy, the attention paid to artistic details in scenery and costuming. Such production efforts as those mentioned above have been without any doubt as effective as those in any musical show that ever graced Broadway. The public response to this type of thing has been tremendous. People without the price of the seats at a legitimate show are now privileged to see as much glamour in the presentation theater as was ever possible anywhere.

Men like Albert Johnson, Vincent Minelli and Jack Partington should be congratulated for their artistic triumphs in the presentation field. If there is any chance of this form of entertainment coming into its own again art should be thanked. In the old days a theater was satisfied with a few scenes hastily thrown together, but now the presentation house is getting as much attention, and more in several instances than the highly touted and costly musicals.

Take my newest venture, Russell Patterson's *Living Models*. This presentation house unit went thru as much preparation as any musical I ever did, and I have done quite a few. Meeting after meeting was held before a scene was chosen. I made hundreds of costume and scene sketches before we decided that any one would be acceptable to the presentation theater public.

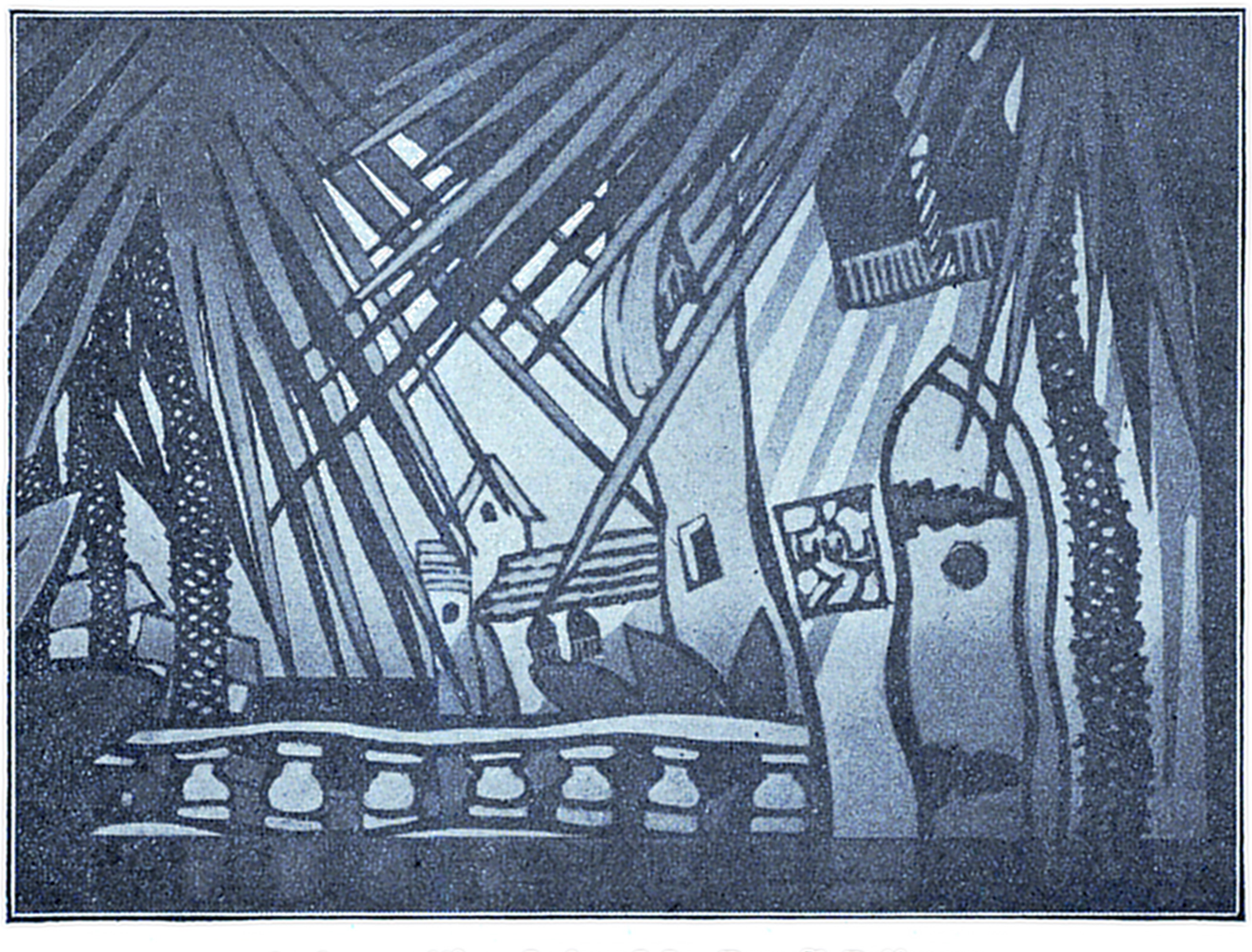
* * *

Artists' entrance into the presentation field should be encouraged. With such elaborate lighting plants in most of the de luxe houses an artist has a chance to create some excellent effects. One of the most revolutionary stage innovations in recent years was executed by Jack Partington at the St. Louis Theater recently. Partington, who was one of the fathers of the present form of picture house stage show, conceived what is now officially known as the "Show Window." The show is presented in a new type of stage setting which resembles very closely a Venetian-blind idea. The setting permits many new and unusual stage pictures which heretofore have been impossible. I mention this because it is a definite artistic tendency to find new ways to make stage presentations attractive.

It always grieved me to enter a presentation house and see a mangy-looking set and a badly costumed unit. Now that the presentation theater is looking more to art circles for ideas we can be sure that this condition will be a thing of the past.

RUSSELL PATTERSON, one of the world's foremost illustrators, stylists and authorities on the theater, was born in Omaha. Went to school in Montreal, where he studied to be an architect. Got first job as a cartoonist there on French paper. Later went to Europe to study art. Has drawn for every worthwhile magazine and is particularly famous for his beautiful portrayals of women. Has done notable things in the theater, including designing sets and costumes for several editions of the "Follies" and "Scandals," "Hold Your Horses," "Gang's All Here," "Ballyhoo" and other musicals.

When he was chief art director for Fox Films Patterson launched Shirley Temple in her first picture. Has three puppet shows which he calls "Russell Patterson Personettes" playing theaters and cafes. His picture house unit, produced in collaboration with Fanchon & Marco, is now on tour, known as "Russell Patterson's Living Models." Some of his other activities today include a correspondence school of art, a manufacturing plant for making mannequins, a toy manufacturing plant, a window display organization and dress designing. All this in addition to his theatrical duties and his commercial drawing for magazines and newspapers.



A stage setting designed by Russell Patterson.

* * *

Beauty in presentation and ideas will play an important part in the future success in the field. Fanchon & Marco had the original idea when they were producing from 50 to 100 weekly shows. They concentrated on beauty in scenery and originality in costume, and each unit had a definite artistic idea behind it. They were the forerunners of the new type of presentation.

Artists who have had much experience in the legitimate field have found that by concentrating on picture houses they find larger markets for their ideas. Where an artist is fortunate in having one show representing his contribution on Broadway, in the presentation theater it is possible to find many more outlets.

There is a fertile market for artists in this work. It is virgin territory for artistic experiment in the theater. In the presentation house it is possible to put over many ideas which heretofore have been impractical. The many different types of patron frequenting presentation houses offer a very favorable type of audience. They represent a cross section of all classes. Their opinions and suggestions thru theater polls and letters have proved very helpful.

* * *

Another thing which proves artistic advancement in the picture houses is the attention being paid to the kind of materials which are used in making sets and scenery. Producers, nowadays, are bringing their scenery and art problems to fine and well-schooled designers who are creating artistic gems in theater art.

It pleases me immensely, both as a fan of the presentation field and also as one who has dabbled in the theater himself, to note the decided improvement in costuming. People in this end of the business are getting away from the stereotyped costuming of the past. They have gone in for original creations from the drawing boards of such fine artists as Minelli, Bonny Cashin, Johnson and others. More attention is being paid to smartness and novelty of design.

Accent is being placed on the smartness of body lines, the proper harmonizing of color combinations. Each presentation theater offering these days is unconsciously broadcasting the finest in styles and setting the fads and fancies of those in the audience. More attention is being placed on authenticity of detail and more research is being done to assure historical correctness in period costumes.

* * *

Presentation theater operators seem to be going forward, using the resources of art to its fullest extent. They are using artistic layouts in lobbies, beautiful color combinations in theater fronts, novel cutouts—all to attract the attention of passers-by.

Art has found its way into advertising in the newspapers and magazines. Advertising artists have found a new way to shout their message to the theatergoing public. It is a method more reserved, yet full of sock and appeal.

Operators must be congratulated on their attempt not only to keep alive but also to bring back to the fold millions of "flesh" patrons who have been won over by other fields of the entertainment industry. Their wisdom in looking toward art to give them an impetus to a new life, a new vigor, shows plenty of foresight and courage. Such co-ordination of ideas cannot go unrecognized by the patrons of the presentation theater.

Such progress in the right direction must show important results at the box office and also in reviving interest in this form of entertainment, one which has always been the source of enjoyment to millions of people.

Figures on this page are reproduced from original drawings by Russell Patterson.

Loew's State, New York

(Reviewed Friday Afternoon, Nov. 20)

First two performances had them mobbing the house. Rudy Vallee is on the stage and *Libeled Lady* (MGM), coming from a Capitol Theater run, on the screen.

Opening number of the Vallee *Punch Bowl Revue,* in which Vallee sings *Smoke Gets in Your Eyes* in stirring manner, carried a special meaning for the customers in view of Fay Webb's untimely death. Stage show opens very effectively, with the band and Vallee behind a scrim and groups of instruments being pcked out for special lighting. After this soft and rather sentimental opening the revue swings into action. Vallee entertains with an amusing Fred Allen impersonation, songs and introductions and then trots out his specialty people.

Hildegarde Halliday solos with a sock comedy item when she impersonates a stuttering lady on the phone. Trombonist Red Stanley steps out for a big applause-getting satire on hot singing. The Gentlemen Songsters (four) provide good harmony snging, both as to specialties and also with Vallee and the band. Cyril Smith, British comedian, won howls with his Limey accent, mugging and clever handling of comedy ballads. Pretty Shirley Rust won applause with her wiggly and twisting tapping and her pleasant personality. Judy Starr, tiny singer, put over her pert personality. Sang a couple of ditties in vigorous and tricky fashion.

The Bernards and The Duvals, two boys and two girls, offered a satire on modern dancing. Dressed in black, they spoof the more-serious exponents of sober-faced and angular dancing, drawing liberal laughter.

As a surprise item, Vallee brought on a blond kid from Lockport, N. Y. Looked to be about eight years old and was introduced as Carl Curtis. The kid is absolutely a sensation, stealing the show with his sompelling sweet voice and his superb tap dancing. A miniature Astaire, he ought to be grabbed up by pictures.

The Swing Kids Quartet, two boys and two girls, one of the boys being at midget piano, offer swingy rhythm singing. On for only one number and made a good impression.

Vallee, of course, made a solid hit with his usual modest demeanor, his fast pacing of the show and his nice emseeing. The Connecticut Yankees, 18 of them, provide excellent music playing the show in grand fashion and doing swell in the occasional straight band numbers.

PAUL DENIS.

Palace, Chicago

(Reviewed Friday Evening, Nov. 20)

An interval of straight vaudeville this week between units brings Harry Richman as headliner. Present bill is in for six days only and will be followed on Thanksgiving Day by the *Glorified Follies.* Plenty of seats available at today's shows.

Richman, in the next-to-closing spot, opened with *I'm Singing Your Praises* with a tribute to Dick Merrill in a chorus, all done before an airplane drop. Following, he did a Helen Morgan on the piano as he sang *Yes, She's Really the One for Me* and then spent a few minutes at the piano during which he clowned and did a mixture of tunes. After doing several of his past song successes in a medley, he spoke briefly on his flight and closed with another song, leaving to loud applause.

Harris and Shore, with their satirical dance impressions, were a hit in the middle niche with a line of unusual comedy dance interpretations that kept the customers in a hilarious mood. Girl is a delightful little comedienne and the act is amusing all the way thru. Very good hand.

Saul Grauman and Company, four women, one man, have a distinctive flash novelty in the form of musical stairs. First part of the act is given over to tap numbers by Kaye George and Sunny Ray and acrobatics by Kay Hoevel, with a bit of singing by Grauman. The sock is a flight of glittering stairs that gives forth tunes on bells as they are danced upon by the company. A radium effect adds a smashing climax. Big hand.

Flo Mayo opened the show with a splendid routine of trapeze work, and Carl Freed and his Harmonica Harlequins, seven men, held down the deuce spot with harmonica ensemble work, closing with a special arrangement of the *Poet and Peasant Overture* to a nice hand.

F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Nov. 19)

Current stage show at the Music Hall tops any show seen here, and their reviewer has seen practically all of them. It is keen entertainment and a blaze of color, rivaling the beauty of the Technicolor film attraction, *The Garden of Allah,* starring Marlene Dietrich and Charles Boyer. It is a Russell Markert production, in which Nat Karson, new to the staff, plays a big part with his colorful settings. Costumes designed by Willa Van. Business good at this last show opening day, but doubtful that the picture will hold up to any extent for the balance of the week.

Sandwiched between the feature and the stage show are Dick Leibert's console inning, the newsreel and a Walt Disney cartoon, more technicolor.

Show is the third edition of *The Magazine Rack,* using as its subjects *Musical Courier, Asia, Spur and Stage.* Painted set of these magazines is a real treat.

Courier opening is arty and a warm-up for the balance of the show. It is devoted to Rachmaninoff's *C-Minor Concerto,* last movement. Henrietta Schumann is on stage as soloist, doing a masterful job of playing the piano. The symphony ork accompanies her effectively.

Asia is a beautiful color job in which the ballet corps and women's chorus perform. Ballet's routine is excellent and performed beautifully. Singing okeh. Forte is the set and, in fact, it kept the audience's eyes away from the happenings on stage.

With *Spur* come the entertainment socks. After walkons by glee club members in garb depicting sports, Dr. Ostermaier's Educated Horse, a gorgeous white animal, takes the stage for a grand inning. Horse has good music sense and offers dance numbers of much interest. Handles a waltz as well as a rhythm number and others. His black-suited pacer handles him well.

Big finish is *Stage,* presenting minstrel layout. Following Robert Landrum's nice singing of *Bring Back Those Old Minstrel Days.* the show swings into *Minstrel Days.* Excellent grouping of the singing ensemble and Rockettes, with a tambourine and banjo opening and closing. Eddie Peabody is hit of the show with his musical novelty in which his grand personality registers even in a house of this size. Plays the banjo expertly and the violin also, going over very big when he strums the violin and also gets bird effects out of the fiddle. Rockettes do one of their sterling precision numbers.

SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Saturday Afternoon Nov. 21)

Stage this week is full of colorful presentation numbers, the type of entertainment that Balaban & Katz made their reputation on.

Show opened with Wilfred Engleman, Chicago Civic Opera baritone, standing in front of a mammoth palm tree in Spanish attire, singing *La Bomba* as the Evans Girls did an interesting tropical routine.

Barry and Bennett followed with an interesting and amusing line of comedy acrobatics and hand-to-hand balancing. The boys have lots of funny stuff and drew a nice hand for their efforts.

A production number built around the song, *A Chapel in the Moonlight,* was an impressive piece of staging. As Wilfred Engleman sang the tune, lights came up behind the scrim drop of a church interior, revealing Ruth Farley at the console of an organ raised high above the stage floor. She and Adrian Freiche, concert master, repeated the song on organ and violin, and then Miss Farley played *Liebestraum* as the Evans Girls did a ballet number. Engleman picked up the song again for the finale.

The Three Samuels and Harriet Hayes were next. The Samuels, two men and a woman, opened with a tap routine highlighted by comedy effects, the two boys came back for another routine and Harriet Hayes did a number with high kicks, turnovers and some unusually different twists. Closed with a nifty session of military precision work that sent them off to a heavy hand.

Closing number was another colorful stage picture. Before an effective setting of columns with a blue background, the Evans Girls, half of them in beautiful green dresses and the other half in salmon color, did a ballet routine preceeding the appearance of the Stuart Morgan Foursome, who thrilled with their excellent adagio work.

F. LANGDON MORGAN.

Paramount, New York

(Reviewed Wednesday Evening, Nov. 18)

Theater's 10th anniversary show. The picture chosen for the celebration is Mae West's newest, *Go West, Young Man.* A so-so affair, it nevertheless should draw business. The house, incidentally, is advertising a new Mirrophone sound system. It was all right, but did not appear any different than previous shows.

The band show would have been terrific if it ran as advertised. However, Paul Draper dropped out after the second show, being unable to work on the tiny space in front of the band. And Jack Powell dropped out after the last show today. When caught at the last performance Powell did exeellently but was obviously cramped nevertheless. He couldn't do his familiar slide into the drum, for one thing. Audience liked him immensely, his marvelous stick beating on drums, chair and props getting plenty of applause.

A surprise hit was Louise Massey and her Westerners, stopping the show cold. Miss Massey is a honey-voiced brunet whose singing blends perfectly with the four men who accompany themselves on violin, accordion, bass and guitar. In Western outfits, the combo offers soft drawling ditties about the good old West. Had no trouble enchanting the customers here and took three bows.

Last-minute fillers for Draper are the Three Wiles, who socked over their eccentric and comedy dancing. Their song introduction is weak, but the boys swing into impersonations, followed by nifty hoofing and a wooden soldier dance that won them a big hand.

The band headliner this week is Al Donahue's outfit, which has played the swank hotel spots around. Donahue is an ingratiating leader, pacing his 13 men thru interesting straight and novelty numbers. The men do vocal arrangements and also group into special instrumental combos, such as four violins, four saxes and four-piece rumba section. Donahue sings and leads a clever comedy about the woes of a band leader. For the finish the band goes to town with *Tiger Rag,* giving it plenty of brass and one swell sax standout. Orchestra, as a whole, shapes up as a sweet swing outfit that can also offer enough sight entertainment to please theater customers.

Lew White is at the organ, pinch-hitting for the ailing Don Baker.

PAUL DENIS.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, Nov. 20)

With regards to Billy Rose, *Casa Manana Revue* is of Chicago origination, not Ft. Worth. It's wholly owned by its chief comic, Sid Page, who figured there was a place for a 22-people show with a heavier than usual nut. It's in the $2,000 weekly caliber, better for one-day stands and a killing than for a longer run.

Sole disappointment is the girl angle. There's no line and only two of the gals make any straight pulchritude attempts. Remainder stooge and clown. There's a good deal of entertainment in *Casa Manana,* however, and a lot of laughs. Besides himself and his dame stooges, Page has surrounded his own offering with Delano Dell, a nutty looker and a nuttier actor; Hazel Kennedy, a rube spring dancer with poison ivy in her hair, and Betty Robin, who will attempt at any moment to ride the traveler.

Youth figures prominently in the cast. Page opens with Bob and Mary Milam, young hoofers with neat appearance. Betty Robin follows with some crazy footpatting, after which comes Page and some tomfoolery with Delano Dell for a few titters. Mary Milam, brought back to sing *When Did You Leave Heaven?'* did nicely.

Juvenile performers continue to come on with the Brown Brothers, tumblers and acrobats. Finish is strong after a flimsy opening. Hazel Kennedy's eccen-

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tric is a bit slow to follow the fast tumbling act and it suffers, altho she works hard. Yeva, with just enough tulle to get by, presents the sole flesh-baring exhibition, but it's tame. Yeva has a shape with exclamation points.

Tung Pin Sue, with some Oriental togs, does a smart card handling, cigaret manipulation turn. Takes his time, but does it good and to audience approval. Delano Dell sprints into a single which includes song and dance and some high-handed mush for several good laughs. Page and his dizzy dames tail him on for a punchy funny five minutes. One or two of the gags were to the blue side, but no matter here.

Finishers are the Four Warners, family act. Boy is the best part of the act with some fancy terpsichore. Finale is acomplished in slam-bang fashion, with the dropping of the screen and screen show commencing, while Page is still telling a yarn.

If the girlneed were filled, *Casa Manana* would fit any bill. Unit has its eyes on Florida after this break-in tour. Claude H. (Kid) Long, who mothered the recent *Folies D'Amour* in this territory, is ahead of this one.

Picture was *Love Letters to a Star* (U.). Biz very good. B. OWE.

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Shubert, Newark, N. J.

(Reviewed Sunday Afternoon, Nov. 15)

Returning to vaude after running units the last several Sundays, Shubert did a nice job of filling the seats, despite nasty-looking weather.

Show opens with Kelly and Hayes, mixed duo. Gags and songs by Kelly, and a tango and acrobatic tap by Hayes. Act drew good response.

Arthur Ward and Roberta Sisters followed. Ward offered a line of patter while he juggled hoops. Roberta gals, eye-filling, had a snappy tap routine that pleased.

Joe Dorris, a la Ray Bolger, and Primrose Semon got every bit possible out of the trey spot. After spicy patter, Semon, a throaty warbler, got off *You Got Me, Baby*. Sock part of the act is Joe's imitation of Bolger.

Floyd Christie and Hal Gould hit the audience's funnybone with their hokum and comedy acrobatics.

The Lippel Kutie Kids offer usual kiddie show except for two outstanding bits. Billy Dopp and Evelyn Schreiber, seven and ten, respectively, got off a neat imitation of Astaire and Rogers. Star of show, however, is Sonny Boy Eugene. This six-year-old kid really has the stuff—movie scouts, please note. He does a song and dance that panics.

Headliner, Al Shayne, is spotted in closer. Nothing unusual in his offering. *When Did You Leave Heaven?; Sing, Baby, Sing; Sophisticated Lady* and *When I'm With You* are served. Audience took to it.

Jules Estis directs the pit band.

Picture, *Crouching Beast*.

BRUNO M. KERN.

Folly, Brooklyn

(Reviewed Wednesday Evening, Nov. 18)

Vaude comparing favorably with that of more centrally located houses is this week's offering of six acts.

Three Arleys accomplish feats of balancing. Include sitting on a chair on the cross-bar of a perch, girl doing a headstand on top of pole held on forehead of understander, and swinging the girl around on a pole. They were warmly greeted.

Dressed as a clown and playing a mandolin, Tony Romano, in the deuce spot, got off to a fine hand with his opener, *Indian Love Call*. He displayed many variations and got in some beautiful chords. He followed with livelier number, *I'm Nobody's Sweetheart Now*, finishing it by playing the instrument behind his head. He built up to terrific applause by his lightning fingering, encoring by singing and playing an Italian folk song and also *Melancholy Baby*.

Jones and Rooney Trio was mostly hokey roughhouse and comic falls and tumbling by the boys, interspersed with patter and a tap number by the girl, with the boys providing accompaniment on guitar and clarinet. Most of sight stuff clicked, but act should have gone over bigger than it did, were falls not exaggerated and timing better.

A cute novelty turn is the Hong Kong Trio, Chinese boys who play on guitar, banjo and bass, sing and do funny imitations. Lyrics were indistinct, but impression of a hotcha Celestial was rib-tickling. Numbers include *Hold That Tiger*, a Hawaiian piece and a Chinese version of American crooning. Got good response thruout.

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Announcement by Cliff O'Rourke, m. c., who is also a member of Lew Archer and Company, of a contest for the Ideal Male, brings to the stage Archer as seeking the title. Silly patter that comes from this situation is interrupted by a Mae Westian widow in mourning. She sings *St. James Infirmary* pathetically, accentuated by tidal wave bumps. Two more songs and some comedy brought the act to a close. They managed to extract the utmost out of weak material and did okeh.

Earns and Gordon Revue, five people, presented the tap team of the same name in two numbers, both of which were dominated by the boy, the girl contributing looks. Ballroom team of Renard and Frances offer a slow waltz, being unimpressive altho smooth, and an exotic Asiatic, which has music and costumes in its favor, but a possible spectacular dance is foiled by the uncertainty of the team. The fifth member, a girl, filled in with two competent soft shoe and acro turns.

GEORGE COLSON.

Roosevelt, Pittsburgh

(Reviewed Wednesday Evening, Nov. 18)

This uptown Mark Browar house, catering to Negro trade, is a swell spot for occasional flesh attractions, the flesh-thirsty patrons buying them even at a boost of the regular admission scale. Usual 15-cent top was doubled this week during the engagement of Larry Steele's *Scandals*, lively Negro show loaded with fast specialties. Weak spot is the lack of judgment in the production numbers, which were too crowded to be appealing.

Unit is offered in night club fashion, the band seated on a triangular staircase on the stage and Steele emseeing. Following the opening flash in which most of the headliners are spotted in bits, Jean Brady blazes away on *Until Today* in deep-throat voice. Al Arbrey is next with a swell contortionistic offering which he mixes with some pantomime comedy. Auzey Dial, torch singer, scores with a couple of scorching tunes.

A line of eight hard-working chorines are out next with an Indian war dance strutted to a modern tune. Vivian Thompson, shake dancer, is featured. LeRoy Bradley's nine-piece band then plays *Rhythm Saved the World* in high temperature, spotting the quivering, gum-chewing drummer. Robert Miller, a Stepin Fetchit type, gets plenty of laughs with typical Fetchit mannerisms and slow-motion dancing. Charles Anderson, billed as a "Clara Bow impersonator," pipes *Sing, Baby,Sing,* and finishes with a fast, high-kick routine.

Emsee Steele next displays a nice tenor voice with *When Did You Leave Heaven?*, making way for the Three Phantoms, expert tappers. Finale, built around the *Sentimental Mood* tune, features Fredica and Margra, ballroom team; Miss Thompson in a ballet routine, and the chorus in a modernistic turn. Helen Wiles went over big leading the band in a swing song.

Picture was *White Legion* (Grand National) and house was near capacity.

SAM HONIGBERG.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Nov. 19)

Ethel Waters brings in a nifty black-and-tan revue titled *Swing, Harlem, Swing*. First she clicks with *Georgia Blues*, after entire troupe warbles titular intro for a spot flash.

Sunshine Sammy, of Our Gang flicker comedies, does a lazy Negro kibitz bit, while Derby Wilson shoots out some nice tap terp that raises applause. Sammy shows his stuff with a one-legged back twist that comes to an abrupt stop after each circuit. Proved something new and a mitt slapper.

Glenn and Jenkins delighted the patrons with their distinctively different *Sweepin' Fool* routine, aided and abetted by neat broom work. Gags drew legit laughs. Pair duet with harmonica and guitar turn that is plenty hot, with bits of terp injected.

Expected better warbling from the Three Brown Sisters. First they offered *Mood Indigo* and then with one gal at the keyboard they vocaled *Rhythm Saved the World*. Whitey's Lindy Hoppers are a sextet of fast and hot steppers that took the house for several encores. Their slow-motion routine in a blinking spot is sock.

Waters does a swell production with *Stormy Weather*, working an interpretation of the lyrics in great shape. Scrim hazes the band while Waters wails out the loss of her man as a quintet of sepia damsels, their shadows spotted on the scrim, work a mood dance. Waters' man comes out for a chorus, and as she crosses the stage to join him he fades out as an illusion. It's beautifully done and rates nods. For her third appearance Waters offers a medley of tunes, with hubby, Eddie Mallory, batoning the 15-piece ork thruout the show, assisting with a sweet clarinet. Waters uses laugh-provoking lyrics all the way thru her numbers, with much ribbing on the "Baasten" accent.

Teddy Hale, within the 10-year-age limit, is a born showman and wows with his warble and tap stints. Puts his Ted Lewis impersonation across to a T. Should have a top hat and cane to complete his satin tails outfit. Kid has everything and took an encore and many curtains.

Finale has the Lindy Hoppers pepping matters up, as Waters, clad in pajamas, hip-bumps it as she vocals. Band dishes out a medley halfway thru the 60-minute show, with a corking good drum-stick stunt and hot trap solo by Willie Jones. Pearl Wright at the keyboard for Waters. Other tunes used by Waters were *Am I Blue?, Sweep the Blues Away* (with Mallory) and *Heat Wave*. Waters used p.-a. system to great selling advantage.

Picture is *15 Maiden Lane* (20th Century-Fox). Biz good. SID PAINE.

El Teatro Cervantes, N. Y.

(Reviewed Thursday Evening, Nov. 19)

Management of this Spanish house in Harlem has put together a sock show, chockful of talent, for its anniversary this week. Tito Guizar, CBS vocalist and guitarist, headlines, appearing in both stage show and pix, *Alla En El Rancho Grande*. Show is entirely made up of Latin talent, with Vicente Sorey's 10-piece orchestra providing the music from stage.

Opening number by the orchestra, with Sorey soloing on the fiddle, is followed by a few native dancing numbers by Consuelo Moreno, Adelina Duran and later, Jeronimo Villarino. Turns are authentic, beautifully done, with the girls doubling vocally, and go off to much applause.

Tito Guizar, doing his singing and instrumental turn while being flashlighted many times, scores one of the most terrific clicks seen in a long time. Not only possesses amazing talent, both vocally and instrumentally, but has looks and a sure-fire stage personality. Incorporated a quantity of comic interludes in his routine and had great difficulty in begging off. Outstanding turn.

Two ballroom teams on the bill, Carlton and Juliette and Rene and Estelle. Former, spotted twice, do waltz, foxtrot and rhumba and drag down a generous hand. Work is suave, couple is nice looking and should find little trouble keeping occupied.

Rene and Estela, terrific favorites here, drew deafening applause in their spot with the Havana Sextet, also known as the Serenaders. Team is one of the flashiest novelty ballroom acts likely to be seen for a long time. Appear in beautifully frilled costumes, colored grey, and present ballroom variations of native dances that are different. Turn was naturally not as sensuous as their recent trick at the Apollo, but revealed added versatility. A natural for clubs.

Vincente Sorey's work was outstanding thruout, and Fernando Luis, who emseed, is definitely an adjunct to the show. Business at this viewing was terrific, and deservedly so.

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Berlin Bills

(Month of November)

Wintergarten program for current month is strong on circus acts. Oscar Fischer's White Rider, novelty high-school turn; Fischer's Elephant Revue, and Kannan Bombayo, Hindu rope acrobat, are principal attractions. A big hit is registered by Lalage, graceful girl trapeze performer. Dainty miss sells her routine with commendable showmanship. Mario Maris, with "The Mystic Flute"; Toni Birkmeyer's Vienna Ballet; the Four Auroras, daring equilibrists; Hermann Held, comedian, and L. and F. Ray, comedy jugglers, are noteworthy contributors.

Eduard Duisberg's vaude revue, *Das Traum Karroussell (The Roundabout of Dreams)*, most ambitious stage show yet staged at the Scala, plays to enormous business. Eight American acts are included, with premier honors going to Lois and Jean Sterner with a peach of a dance offering; Joe Jackson, the inimitable pantomimist, always a favorite here; Ken Harvey, wizard of the banjo; Billy Branch and Company; Gypsy Nina, singing accordionist; Three Cossacks, thrilling with their whirlwind roller skating; Holland and Hart, ballroom dancers, and Hermanos Williams' Spanish revue. Another fine hit is Karin Zoska, about the best Russian solo dancer to be seen in Europe nowadays.

Hazel Mangean Girls, American acro dancers, share honors with "Jenny and Piccolo," a striking elephant act, at the Hansa, Hamburg. Mangean Girls are a hit with a peppy routine.

Four Palms, American gymnasts, hit solidly at the Krystall Palast, Leipzig, and Peg-Leg Bates, monoped dancer, and Powell and Nedra, with their multi-colored sand pictures, click heavily at the Ronacher, Vienna.

Paris Bills

(Week of November 9)

Empire Music Hall gradually hitting big-time stride. Current bill, headed by Lucienne Boyer, strongly flavored with circus atmosphere but varied and entertaining fare. Show opens with group of Liberty horses, presented by Andre Rancy. Last week one horse fell into ork pit and now front of stage is roped off. Three Strassburgers follow with good routine of acrobatic tricks on horseback. Yetto Trio not so hot on comedy, but one of the boys is good contortionist and girl and third partner okeh on balancing and tumbling. Manuel Vegas wrestles amusingly with a dummy and pulls laughs with funny gags. Andre Mur barely gets by with topical songs and patter. Boulicot and Recordier unload a good line of patter on current events.

Frank Melino and Gang register solidly with nut comedy, dance bits and tumbling. Amar presents big group of elephants in excellent tricks. House ballet in modest dance routine, overshadowed by attractive stage settings and classy gowns. Lucienne Boyer and ork open second half. Miss Boyer remains the best of French pop singers and is forced to several encores. Three Swifts follow and hold audience with their hilarious juggling burlesque. Talented jugglers and comedians. Show closes with house ballet, a big troupe of Arab tumblers and a group of Chleuhs pounding tom-toms.

Good show at Bobino, with American wire walkers, Manning and Class; equilibrists, Athenas; teeterboard tumblers, Eight Frillis, and pop singers, Lys Gauty and Franconay. Sam Barton, American bike comic; Harry Aver's roller-skating duo, the Rollwinds; De Rocroy, illusionist; Price Brothers, equilibrists, and bunch of local favorites are at the Trianon.

Three Nonchalants, American comedy trio, and Felovis, clever juggler, are at the Paramount. Kay, Kay and Kay, English comics; Pon Pon, trick pooch, and Raymond and Feist, dancers, are at the Rex. Short and Long, dance comedians; Barbara La May, contortionist, and George and Harry Foster, comedy bike act, are at the Gaumont Palace.

London Bills

(Week of November 16)

Two welcome returns at Holborn Empire are made by popular American acts, Diamond Brothers and Forsythe, Seamon and Farrell. Diamonds have added more sock comedy to their dandy routine and they register their customary show-stop. Forsythe, Seamon and Farrell are back from a tour of South Africa. This act is built for laughs and there is plenty of singing and dancing also. They also tie the bill into knots. Turner Layton, colored singer, is the third American turn clicking in this lineup.

Change in *Let's Raise the Curtain* has Florence Chumbercos, American dancer, and Elisabeth Welch, colored blues singer, out. Darlene Walders, acrobatic dancing miss and clever line handler; Charlotte Arren and Johnny Broderick, novel twosome, and the always reliable Fred Sanborn are the backbone of this good show.

Presenting a new act, Rose Perfect headlines at Glasgow Empire, where she is a sensation with her grand singing.

Stanley, Toni and Mae Four, sensational and versatile aerial flash, are the highlights at Leeds Empire, where their success is phenomenal.

Skating Whirlwinds, with a thrilling routine on rollers, are the principal applause winners at Nottingham Empire.

Rosemary Dering, cute ballerina, is tops in grace and dance skill at Brixton Empress, where she is lavishly applauded.

The Biltmorettes, three blond bombshells, are the first act of their type to headline over the Syndicate Tour. Act, with the cute blonds doing amazing things in tumbling and acrobatics, prove a riot at Chelsea Palace.

Sophie Tucker is drawing great crowds to Chiswick Empire. She has to give 10 numbers at each performance before the outfronters allow her to depart.

Mickey Rooney for Personals

NEW YORK, Nov. 21.—Mickey Rooney, of films, is slated to make personal appearances, agented by the Simon Agency. Loew wants him to open about December 11, and RKO and Fox, Detroit, will buy also. Nothing definite, tho, as to when he is available.

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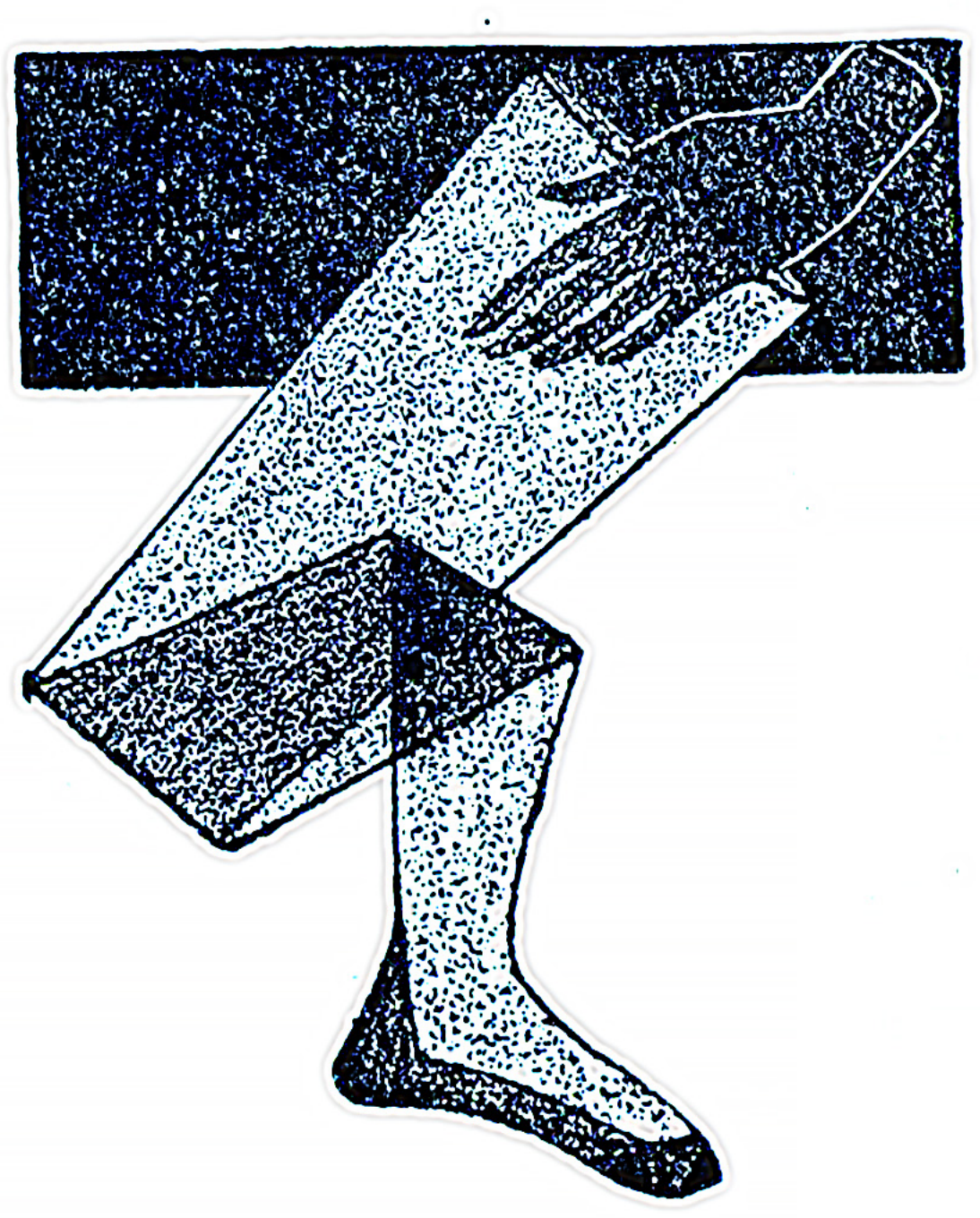

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New Acts-Bands Reviews

Andy Kirk and Orchestra

Reviewed at Apollo Theater, New York. Style—Band. Setting—Full stage. Time—Nineteen minutes.

Made up of 13 pieces, comprising four trumpets, four saxes, trombone, bass, guitar, piano and drums. Pha Terrell leads and does vocals. Mary Lou Williams, pianist, is featured.

Open with a fast, hot Harlem piece, with the heavily loaded brass section drawing a hand with blaring fanfare. A sweeter second offering, *I Never Slept a Wink Last Night,* brought into prominence a well-co-ordinated and well-modulated sax section and featured the ivory syncopation of Miss Williams, lone femme member. Terrell displayed fairly good tonsil artistry in his vocals to *Until the Real Thing Come Along,* while the strings and saxes again provided a soft, sweet background. Next came *Walking and Swinging,* with solos by both Terrell and Miss Williams.

Tho adaptable and able to play softer music for ballads, the band is in its element when given free rein to go to town. The clamoring of the audience for *To the Bottom* as a request identified them as low-downers and as such were very well rewarded. G. C.

Four Budds

Reviewed at Apollo Theater, New York. Style—Singing and instrumental. Setting—In two. Time—Eleven minutes.

Four boys who sing and play, one on a guitar and three on ukes, go thru routines that have become familiar since the rise of the Mills Brothers. However, this quartet refrains from the hackneyed vocal imitations of instruments and utilizes dancing to better advantage instead.

First number, *It Don't Mean a Thing,* stamped them very capable for spirited and swingy playing and singing. In direct contrast in style were their next two pieces, *Dinah* and *When Did You Leave Heaven?*, in which both voices and playing blend harmoniously. In the first each of the four contributes solos acceptably, accentuated by personal mannerisms and bits of dancing. In the other, youngest of the group does all the vocals, revealing a pleasant voice of velvet quality and good range, scaling the lofty minors with a falsetto that remains warm, never constructed. He adds to his accomplishments by beating out a tap routine that matches his voice in quality. Mainly thru this member's talents the act was a show-stopper. As a whole the act is good and makes a nice appearance. G. C.

Edward Richard

Reviewed at the Hollywood Restaurant, New York. Style—Shadowgraphs. Time—Eight minutes.

Richard offers a novelty act that is surprisingly strong, considering this type of act rarely if ever plays night clubs.

Richard works behind a screen lighted from the back. Using his arms and hands, and occasionally his head, he throws interesting shadows on the screen. Some are simple poses of small animals, mostly dogs. Toward the close he does a sketch showing a man going to the dentist. Comedy finish provides a nice closer for this novelty.

Taking into consideration this sort of turn is usually associated with juvenile entertainment, it is surprising how excellently it held the attention of the diners here. P. D.

Mario Braggiotti and Ork

Reviewed at the Corinthian Room, Hotel Pierre, New York. Style—Dance band.

Instrumentation: Milt Cohen, piano; Carol Metcalf, drums; Boyd Bennett, string bass; Pete Barton, guitar; Tom Parshley, first alto sax; Ted Rhodes, second tenor sax; Al Fornieckella, third alto sax; Bob Brower, baritone sax; Milt Nunemaker, trombone; Lou Klayman, violin; Mario Braggiotti, piano and leader.

Braggiotti is half of the piano team of Fray and Braggiotti. Since splitting, both have been leading bands. Braggiotti's outfit, composed of Local 802 men, is being handled by Consolidated Radio Artists and should be in a good spot for a buildup here. An NBC wire is due to go in soon, which ought to give the band a chance to get a big audience.

Band is dominated by Braggiotti, a tall and handsome leader who seems to have quite a following among society folk. He makes frequent trips to the piano, pounding out brilliant jazz and giving the arrangements an outstanding quality. Band as a whole needs more playing, but that will take care of itself. Braggiotti himself can double as an entertainer during band sessions, obliging with excellent piano solos, usually semiclassic stuff.

When caught the band lured a large crowd out on the floor, in addition to providing easy-to-hear music for the non-dancers. *P. D.*

Arthur Warren and Ork

Reviewed at the Hollywood Restaurant, New York. Style—Dance band.

Instrumentation: Amos Barton, sax and reeds; Philip Svigals, piano and arrangements; Al Sidell, drums; Irving Bloom, accordion; Jack Meade, bass, and Arthur Warren, lead, violin and arrangements.

Here the past eight months as the relief band, Warren's men turn out thoroly pleasing dance rhythms. Barton, Warren and Bloom do much to provide a sugar coating, while the other boys beat out the rhythms. Altho a six-piece combo can hardly achieve distinction, this one manages to more than please.

On the air for WHN three times a week and for WOR-Mutual twice a week. *P. D.*

Two Zephyrs

Reviewed at the Apollo Theater, New York. Style—Novelty. Setting—In one. Time—Ten minutes.

Two minutes of loud, apparently purposeless, banging away at home-made instruments opens this act. Yet surprisingly good, if rackety, rhythm emanates from this unique combo that consists of a washboard and a drum outfit, numbering among its parts wash basins, buckets and assorted pie plates. The novelty drew a good hand.

Leaving their contraptions, the boys become engaged in a crap game, suspect each other of cheating and go into a fight, with razor wielding and gun play ensuing. All this is done in smooth slow motion and excellent pantomime. Their gestures and body movements exemplify the typical Southern Negro, and their facial expressions are a study in emotional delineation. They stopped the show cold and encored with a short dance. G. C.

The Eltons

Reviewed at the Hollywood Restaurant, New York. Style—Comedy and ballroom dancing.

This dance trio also has one of the men stepping out for a magic specialty earlier in the show. Elton Rich is spotted in one of the production numbers for some swell sleight-of-hand tricks.

Being obviously a versatile fellow, he then returns with another man and a blond girl for trio ballroom work. Starting off straight, they soon hoke it up, going thru the usual comedy poses and falls. Their finish, with the men flinging out a dummy supposed to be the girl, is a strong laugh getter. P. D.

Iris Adrian

Reviewed at the Hollywood Restaurant, New York. Style—Singing. Time—Nine minutes.

Miss Adrian looks like a comer. Altho she's been around for some time, it's only recently that she has been blossoming out as a singing comedienne. She is a pretty redhead who sings ditties that are suited to her personality.

Starts off with a swagger, singing *I Was Born on the Bowery* out of the corner of her mouth. Follows up with another spicy item, *He Had a Rolls, He Had a Yacht and a Bank Book.* Encored with *I Didn't Think He Could, But He Did.* Double-meaning stuff, all of them, but just right for type of audience patronizing the Holywood.

Altho the lyrics are almost surefire, Miss Adrian's vigorous delivery does much to sock them over. An applause standout here. *P. D.*

Dolores and Rossini

Reviewed at Apollo Theater, New York. Style — Dancing. Setting — In three. Time—Eleven minutes.

Team offered two numbers, at different times, first of which lasted eight minutes, the other about three.

Their first number, of a Dracula motif, opens legitimately, with the man wearing a mask, but turns into an impressive, if somewhat horrible, bit of terpsichore when he is unmasked, revealing hideous disfigurements. They executed the dance faultlessly and received terrific hand. His arresting makeup and facial dramatics deserve special mention. Trickier hues in lighting might add to the fantasy.

Their second offering, a conventional tango, contained nothing of outstanding quality and just barely pleased. Perhaps it only seemed tame following their other blood-chilling number. G. C.

Loretta Lee

Reviewed at Roxy Theater, New York. Style—Singing. Setting—Special. Time—Nine minutes.

Loretta Lee, CBS songstress topping the show here, easily socks with a delivery that is expertly modulated. Arrangements are never extreme, always keep close to the original melodic structure and are of a nature that offers her voice full scope. Included in her numbers were *When a Lady Meets a Gentleman Down South, Basin Street Blues, When I'm With You* and *Hold That Tiger.* Material came over very well in each instance.

In addition to her own nine minutes, Miss Lee appears sporadically in connection with the Gae Foster girls' production numbers. Act is topnotch for any spot. P. A.

Jackie Heller to England

CHICAGO, Nov. 21.—Jackie Heller, diminutive singer, sales for England Wednesday and will open at Grosvenor House, London, December 5 for an indefinite engagement. Heller follows Sophie Tucker at Grosvenor House.

Booking Office in Oshkosh

OSHKOSH, Wis., Nov. 21.—Central West Entertainment Bureau has been organized here by Lloyd W. Wasser and Alan H. Davis. Wasser and his wife, Bessie Barkman, are professional entertainers.

Additional Night Club Reviews

Robert's, New York

A typical local spot using wired music instead of a band. Muzak Corporation supplies the system of electrical transcriptions over phone lines, charging a fee of $35 a month for music from 1 p.m. to 3 p.m. Up to 10 p.m., it's chamber music and after that it's dance music.

Proprietor here has no selection, merely plugging in or plugging off the sound. However, Muzak sells other classes of services, including choice of three programs. Owner here is Joseph Spoza, with Charles G. Verilio, host. They praise sound reproduction of Muzak, but add that it can't be compared to live talent and that a band will be engaged when circumstances warrant the move.

Spot is located at Ninth street and University Place, in the Greenwich Village section. *George Colson.*

85 Club, Kansas City, Mo.

This popular night spot, located just four blocks from the heart of the city, is getting big patronage. Popularly priced, with no cover charge but a $1 minimum, it is drawing high-class clientele with three shows nightly. Owners and operators are Emile Martin, Walt Rainey, Billy Van Dyke and Fred S. Strauss. Shows are booked thru Jack Block, of Chicago, and Vic Allen, of Kansas City, with Jay Howard as producer. Shows double at the Sni-a-Bar Gardens, highway night spot, on Saturday and Sunday nights.

Herbert Johnston's Orchestra furnishes the music and Sid Schaps is in his fourth week as emsee. Show opens with Fowler and Walsh doing two dandy ballroom-dance specialties. Kay Donna sings *Under the Midnight Moon, Me and the Moon* and *Skee, Skat Hi-De-Ho* in good voice. Beth and Betty Dodge, attractive sisters, wowed 'em with their routine of songs and dances. They open with a French song, *If You Want To See Marie,* which they put over in great style; then Beth does a clever whistling number. They climax their appearance with an athletic and acrobatic dance, which they do in perfect unison. Their voices blend splendidly and they can really dance.

Sid Schaps, emsee, then does his own stuff in great shape, singing several numbers, bringing down the house with his rendition of *Trees.* Fowler and Walsh close the proceedings with their second appearance, when they do a collegiate tap dance specialty.

Herb Johnston's Ork, now evidently a permanent fixture at the spot, are prime favorites and give the patrons the kind of music they want and plenty of it. Personnel of the band comprises Herb Johnston, leader and drums; Paxton Taylor, first sax; Les Votaw, second sax; Elgin Swineford, third sax; Roy Nooner, first trumpet; "Chili" Childers, trombone; Bill Parks, bass, and Bobby Jones, piano. *Frank B. Joerling.*

Cocoanut Grove, Washington

Opening for business in an illogical location, this spot has continued to thrive, with name talent providing the main draw. Layout is low-ceilinged affair, with tables arrayed in horseshoe formation around commodious floor, and imitation coconut palms everywhere. Can handle 700, and, despite prices near tops for the town, crowd is mostly non-swank.

Shows are usually endowed with speed and variety, current offering being headed by Pat Rooney, holding over. Pat cares for the emsee chores, introducing straight, only one or two gags, and breaking into that famous waltz-clog to *The Daughter of Rosie O'Grady* with the old finesse and spirit. No trace of slowing down. Pat also sings and brings on wife, Marion Bent; son, Pat Rooney III, and daughter-in-law, Janet Reade. Family angle gets with customers, and mitt-massaging is plentiful.

Reade gal scores with a throaty, tho pliant, voice, is on for two appearances. Choice of numbers is intelligent: *The Glory of Love, Until the Real Thing Comes Along* and *These Foolish Things* offered, with *Now I'm a Lady* supplying novelty. Last gives her style best opportunity.

Feminine contingent includes Renee Villon, dancer, and Kitty Simon, warbling with the ork. Former contributes airy high-kicking in front of ensemble, while Miss Simon is a natural in the night spot singer line. A petite and attractive brunet, she employs few furbelows in delivery, but fine set of pipes for type of work puts numbers across. At present receiving no mention from emsee, she should move up.

Junior Rooney goes to town on eccentric routine. Dancing gals are only six in number, but all equally adept at their work. Parasol turn, with Villon's bumbershoot outlined in tiny lights, is best. Show caught was last for Eric Correa's band, boys doing okeh job. Paul Tremaine now in with a local outfit. *Chris Mathisen.*

Chi Judge Declares Bank Night Illegal

CHICAGO, Nov. 21.—Bank Night and all of its modified systems are lotteries pure and simple, according to a decision rendered by Judge John H. Lyle, of Municipal Court. Decision was made in the case of a woman who claimed the Englewood Theater owed her $500, her name having been drawn in one of the theater's Bank Nights and posted in the lobby. When she called for the money the theater manager refused to pay her. Judge Lyle conceded that the theater owed the woman "some such sum" in its drawing, but he refused to allow her claim because, he contended, the transaction was a lottery.

Indications are that Judge Lyle's decision will not affect the Bank Nights and other similar drawings prevalent in 90 per cent of the city's theaters, as city and county law enforcement officials showed little interest in the decision so far as conducting future prize nights is concerned. In his opinion the judge said: "I assume the corporation will cease the practice, but I can decide only the case before me."

Collins as Detroit Booker; Two Houses Added to Books

DETROIT, Nov. 21.—United Booking Association, managed by Henry Lueders, this week added Charles Collins as booker. Jack Figaro remains as field man.

The office added two local theaters to the books this week, for two nights of five acts each. They are the Lasky, operated by the Krim Brothers' Circuit, and Casino, operated by Tatu & Petriks.

Acts Sail to Australia

LOS ANGELES, Nov. 21.—Sailing last Wednesday for 10 weeks with options for the Tivoli Circuit, Australia, were Willie, West and McGinty, Benny Ross and Maxine Stone, Will Aubrey, Hadja Ali and Company, Eddie Gordon and Claude DeCarr. Booked by Sam Kramer, Tivoli representative, troupe was to have sailed November 11, but because of West Coast maritime strike was forced to wait.

WHN Artists Bureau Seeks Hotel Spots

NEW YORK, Nov. 21.—Loew, thru its WHN Artists' Bureau, is planning to put floor shows into hotel spots, and already has deals on with several spots. If successful in negotiations the artists' bureau will set up a producing unit for hotel floor shows.

WHN's artist bureau is headed by Leo Cohen, with Jack Jordan as his associate.

Harding, Chi, Drops Vaude

CHICAGO, Nov. 21.—Harding Theater, last of the Balaban & Katz neighborhood houses to run vaudeville shows regularly, eliminates stage bills tomorrow night and goes straight pictures, having succumbed to a double-feature policy. Harding was originally a split-week house, then went to full week, and of late has been a Saturday and Sunday date. Was also a showing spot for Balaban & Katz and the Theater Booking Office, with previews every Wednesday night. Last of these are booked for next Wednesday.

London Likes "Hour"

LONDON, Nov. 21.—*The Children's Hour,* barred from the commercial London stage by the censor, had a showing last Wednesday night at the Gate Theater Studio, a private setup unaffected by official censorship. It was presented in its original version. London critics were unanimous in praising the play. Valerie Taylor, known to American audiences for her work in *Berkeley Square* and other shows, played the part done in New York by Anne Revere.

How About Fink's Mules?

NEW YORK, Nov. 21.—Fred Frazer, vaude performer, writes from Rochester, N. Y., as follows:

"If the winners of the Stork Derby are signed for personal appearances, may I suggest the following heading for The Billboard item:

"Animal Acts Return to Vaudeville."

Stage Shows Continue At State-Lake, Chicago

CHICAGO, Nov. 21.—Despite rumors to contrary State-Lake Theater will continue with its present policy of vaudeville and pictures, under the management of Jones, Linick & Schaefer, until May 1 of next year. Jones firm will continue to direct activities of house even after that, contingent upon whether or not Balaban & Katz dispose of the Roosevelt Theater.

Another rumor, while not entirely unfounded, is a little premature. Reports are that Jones, Linick & Schaefer would operate the McVicker's Theater jointly with Balaban & Katz. No one has yet leased the property and sealed bids are being received November 24 by the Board of Education, which controls the property.

As soon as leases can be adjusted and space arranged Balaban & Katz and allied companies will move to the State-Lake Building, taking two or three complete floors. First to make the change will probably be the Theater Booking Office, which will occupy temporary space on the fifth floor.

Legit Houses On the Block

NEW YORK, Nov. 21.—Three Broadway legit houses will go on the block Monday at the Vesey Street Auction Rooms. They are the Masque, the Majestic and the Golden. Reported that outside interests will probably buy them in and that they will be torn down to make way for a commercial building.

Sale is being held to satisfy a mortgage of $1,997,621. held by the Continental Bank and Trust Company, as trustee, against the Theater Zone Realty Company. A minimum price of $700,000 has been set by the courts.

Houses were erected during the middle 1920s by the Chanin interests.

Detroit Boothmen Raised

DETROIT, Nov. 21.—A move for increased wages in show business was consummated this week by negotiation between Roger Kennedy, business agent of Projectionists' Local 199, IATSE, and Henderson M. Richey, general manager of Allied Theaters of Michigan. As a result of the agreement wages for operators in all houses in the Detroit area of 1,000 to 1,500-seat capacity will be raised at once by $5 per week.

Second step in the wage boost was an independent agreement with Alex Schreiber, head of Associated Theaters, Inc., by which the circuit granted a raise of $3.50 per week for operators at the Rialto Theater at Flint, Mich.

These increases were made despite the fact that existing contracts protected the exhibitors until next September.

Claire Gets Diction Prize

NEW YORK, Nov. 21.—Last Thursday the American Academy of Arts and Letters awarded its annual medal for good diction on the stage to Ina Claire "for her charm, elegance and naturalness in speech." Ceremony was broadcast, with the presentation being made by Professor William Lyon Phelps here, and Miss Claire making her acceptance speech from Chicago, where she was appearing in *End of Summer.*

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More Jobs for Wardrobe Aids

NEW YORK, Nov. 21.—According to D. Keating Nimmo, business agent and financial secretary of Theatrical Wardrobe Attendants' Union No. 16770, employment conditions in the organization are better than at any time during the past five years. Approximately two-thirds of the membership of 276 are working in one way or another, while 52 hold regular contracts. Most important show spots lined up are *White Horse Inn,* employing 12 members; French Casino, employing five, and the Pierre and Ritz hotels. In addition, the opening of the Metropolitan Opera in December will account for 25 more contracts.

Increase in production of large units and presentations, such as those sent out by the Simon office and other agencies, has materially boosted the employment level. Other factors are an increase in the number of dramatic shows and a new source of revenue opened by penetration into the hotel floor-show field.

Chicago Music Staffs Undergo Many Changes

CHICAGO, Nov. 21.—Many changes took place in the office setup of music publishers here last week. Bobby Mellin, manager of Harms, Inc., was succeeded by Joey Stool, who formerly managed the Crawford Music Corporation offices; Milton Samuels, formerly with Leo Feist, became manager of Crawford's; Joe Bennett joined the staff of M. Witmark & Sons; Hy Kantor, former manager of Harms, Inc., became manager of Chappell & Company, replacing Al Beilen, and Sylvan Spiro, formerly of Donaldson, Douglass & Gumble, became assistant manager to Kantor.

Morton-Dietrich Unit

CHICAGO, Nov. 21.—Alvira Morton, producer, and Roy Dietrich, singer and originator of the Old Heidelberg Octet, opened a unit today in Parsons, Kan. Known as *Old Heidelberg,* the unit's cast comprises Moran and Wiser, Merrick and Allen, Perez LaFlor, Ryck and Kaye, Johnson Sisters, Margie Hartman and Viola Hunt.

Russell Suspension Off

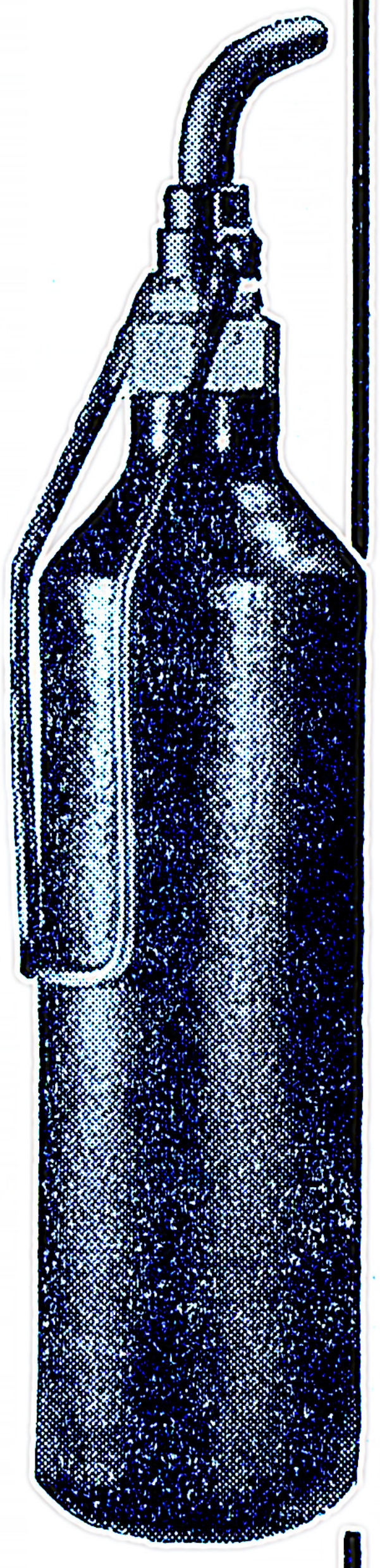
NEW YORK, Nov. 21.—Equity council last week lifted the suspension of Rosalind Russell, now in films on the Coast. Miss Russell had been disciplined October 14, along with 23 others, for refusing to join the Screen Actors' Guild. She subsequently joined.

CHICAGO, Nov. 21.—Jack Martin has succeeded Fred Dempsey as manager of the Glass Hat Cafe in the Congress Hotel here.

In This Issue

Pages
Broadway Beat, The 29
Burlesque-Tabloid 30-31
Carnivals 74-91
Chicago Air Notes 12
Chicago Chat 29
Circus and Corral 48-53
Classified Advertisements .98-101
Coin Machines 120-162
Endurance Shows 31
Fairs-Expositions 64-72
Feature News 3-6
Final Curtain 44-45
Forum, The 42
General Indoor 41
General Outdoor 117-119
Hartmann's Broadcast 53
Legitimate 26-28
Letter List 94-95
Lists 96-97
Magic 33-34

Pages
Minstrelsy 33
Motion Pictures 25
Music 19
New Acts-Bands Reviews 40
Night Spots-Gardens 13-20
Notes From the Crossroads 43
Orchestra Notes 17-18
Out in the Open 43
Parks-Pools 54-63
Pipes 112-117
Possibilities 33
Radio 7-12
Repertoire-Stock 32
Rinks-Skaters 73
Routes ....21-24 and 118
Sponsored Events 92-93
Thru Sugar's Domino 29
Vaudeville 35-39
Wholesale Merchandise ..102-111



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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Theatergoers' Poll on Vaude Is Suggested

Denver.

In The Forum of November 14 I was greatly impressed by Miss Valadon's letter relative to activities in behalf of vaudeville performers instituted by such loyal and unselfish artists as Rudy Vallee, Sophie Tucker and Belle Baker. When such stellar performers take their fellow artists' interest to heart and really extend themselves to bring vaudeville out of its lethargic stupor I find myself happy indeed. How many other equally prominent stars could lend a hand and bring about a concentrated campaign to make the public vaudeville-conscious by speaking to audiences during their acts! The unfortunate less successful artists who do not even get the opportunity to play a date due to the shortage of vaudeville dates must depend upon these headliners to bring their woeful message to the unknowing public. Such a splendid program cannot help but awaken John Public to the realization that theater managers are not co-operating 100 per cent to put many thousands of idle people back to work. The public now is like a new generation, starved for a new field of entertainment besides moving picture, singing and dancing and jazz-band epidemics. We have night clubs for all of that jazz tooting and terpsichoring gymnastic hoofing, so to speak. In addition to Mr. Vallee's, Miss Tucker's and Miss Baker's heroic appeal I might suggest that some managers and theater owners could easily prove my contention that the public wants vaudeville by running sort of a poll, putting votes up to their patrons as to their liking stage and vaudeville shows for a change. This would show a co-operative spirit and do away with managerial dictatorship. I feel sure that after this sort of an experiment vaudeville would again breathe thru both lungs and the poor, battered, mistreated Lady Vaudeville would again get up on her feet, providing stagehands, musicians and agents do not sock her on the head. J. FARRELL BROWNE.

Old Cry About Circus Is the Bunk, Says Vet

Lake Worth, Fla.

"See one circus and you see them all," was uttered by one of the same breed of jackasses that said: "As goes Maine, so goes the nation." I witnessed my first circus in 1860 at Knoxville, Tenn., and my last one late in October, 1936, at Chattanooga in the same State. The first was the Van Amberg show and the last the mighty Ringling-Barnum & Bailey aggregation as directed by Sam W. Gumpertz, and the progress of the world has been no greater in proportion than has the advancement in the circus during the intervening 76 years.

I have visited circuses all along the line from the Pacific to the Bosporus and have seen many changes and improvements in every department of the institution, noting that the Circus Schumann of Frankfort or the Medrano of Paris was great as compared with my 1860 Van Amberg affair. The immense Ringling-Barnum show is just as far ahead of the European prize offerings as they are ahead of the 1860 little show. The Big Show of today comprises about all the good that has been developed in the business since old man Howe drove his little show around York State more than a century ago.

One would think I would have enough circus in my life, and if the "see-one-see-all" donkey had been right that might be so, but he is wrong, for I never see a circus that I do not find some novelty (or the plural thereof) that has never been seen before, each such novelty going to prove the falsity of the old wisecracker about seeing "all" on a first trip to the white tops.

I began circus work January, 1874, and have followed it or been interested in it as employee or friend ever since. I have seen it grow and its growth due to improvements, additions to new and wonderful features, as well as advancements in methods of promotion and management, that the wildest dreams of circus entrepreneurs of other days could not compass. Even the shades of Howe, Dan Rice, Barnum & Bailey and the Sells, the other great ones must stand in awe and wonder on the battlements of the beyond and witness the mighty advances made in their pet entertainment since their day. Why, when John Ringling, the brainy, shrewd and progressive young man, left Baraboo with his brothers and their first circus he could scarcely envisage the great show that today carries his name. His ambitions could not have carried him so far.

I have watched the gradual growth of the circus from its pygmy of the pre-Civil War days to its giant stature of today and certainly any man who would say that when I had seen my first circus I had seen all circuses I can only think of him as a liar or fool. I am still marveling at the Big Show and at no feature more than the inside one of management. I have known Sam Gumpertz, lo, these many years and have seen him grow as has the circus until like the one he manages he is unapproachable in his line. Sam does not take the credit for much, but says he fell heir to years of wise men's acts in building up the mighty behemoth of outdoor shows and has only kept up the standard and improved the work as time and public changes demanded or his judgment foresaw as required. Like the Ringlings and the other great ones of the circus, Sam is modest, but certainly he must be ranked with the big shots that have made circus history in America during the past century.

My years are numbered and I probably have seen my last big show, but in October I saw in one show more than all the shows in the country in 1860 could muster. FRANK A. SMALL.

Makes Plea For Children Of Convicts

New York.

Among the many needy ones we help at Christmas, my heart is especially stirred by the pitiful plight of bewildered mothers who are trying to provide for their children while the fathers are in prison. Sometimes their terms are not so long, and if the mothers can just keep the homes together and feed and clothe the little ones, there will be a chance of better days on return of the fathers. In my 40 years of experiences in this work, I have realized that the convict's child does not have to follow in his footsteps thru any taint of heredity. If only kindly, helpful influences are brought into the lives of these underprivileged, innocent sufferers, if they are fed and sheltered, they can be saved. We plan to send clothing and toys to these little ones. And in the cities where they operate our Volunteers will provide baskets of food. So that Christ's Day will bring to homes shadowed by a father's wrongdoing the realization that the Heavenly Father still cares for His unfortunate children. Any gifts of money, clothing or toys will be gratefully received. Please send them to Mrs. Ballington Booth, The Volunteers of America, 34 West 28th street, New York City.

MAUD BALLINGTON BOOTH.

Wonders About Reported Word From Houdini

Portland, Ore.

Has Mrs. Houdini ever received a communication from Harry? In view of the recent newspaper publicity relative to Mrs. Houdini trying to communicate with her husband and not being able to get in touch with him, I am forced to ask this question. About one year ago I boarded with a lady whose home is in the spiritualist camp at Chesterfield, Ind., and who was a devout spiritualist. Both my wife and myself read a book there that was written by a spiritualist and told of a seance where this medium was supposed to have got in touch with the late Harry Houdini and received a message for Mrs. Houdini. According to this book, Mrs. Houdini stated that this message was genuine and the one that Harry was supposed to transmit to her. According to this book, the message was in a code known only to Mr. and Mrs. Houdini and similar to the code used today by various mentalist teams. I met Mrs. Houdini while playing the fair in Pomona, Calif., three years ago with my illusion show and have been hoping to meet her again, as I wanted to ask her some questions about this book. Who gave these people authority to publish this book and use Mrs. Houdini's name as verifying the statement that the message was true and authentic? If this book is fraudulent and the statements contained in the book are false, why doesn't Mrs. Houdini prosecute? Has Mrs. Houdini ever seen a copy of this book? If not, I think I would be able to secure a copy by writing to the Chesterfield spiritualist camp. I have always been a great admirer of Mr. Houdini and what he stood for in the magical fraternity and will always remember with pleasure my short visit with Mrs. Houdini, and I don't mind saying that she is one of the most charming ladies I have ever met and that it is no wonder that Mr. Houdini made the name for himself and the profession that he did with Mrs. Houdini to stand behind him. From newspaper writeups I have been reading the last couple of weeks it seems that Mrs. Houdini stated to the press that she had given up all hope of receiving any spiritual communication from her husband, who departed from this world 10 years ago. I would like to find out the truth of this case. Let's get the facts and stand back of Mrs. Houdini. Altho just a small fish in the profession, it is my love and art and I think we owe it to the late master of the art to stand back of him and what he stood for in the profession. FAY RIDENOUR.

Cuban Maestro Denies Bolero Is Used There

Havana, Cuba.

In *The Billboard* of November 7 on page 14 an item stated that Nano Rodrigo, an authority on Latin music, said that in Cuba there is a dance by the name of the "Bolero." Mr. Rodrigo may be an authority on Latin music in the United States, but in Cuba there is no dance by the name of "Bolero." The only dances that we have here are Son, Danzon, Rumba and Conga. The Son and Danzon are the popular ones to be danced socially and the Rumba and Conga are danced only as show dances.

ENRIC CUGAT.

Boston Rialto Viewed Famous Folks of Stage

Gowen City, Pa.

I am gratified that so many have written to me regarding letters I have had in The Forum. Referring to the letter of Frederick Kelly from Lynn, Mass., in the issue of October 31, I can say that in the days of which he wrote I was stage producer of stock burlesque at the Palace Theater in Boston when Frank V. Dunn owned it and Frank W. Nason was house manager. I also was filling engagements with my piano act at Boston Music Hall, Austin & Stone's Museum, the Olympic in Lynn and others. My headquarters for five years were in Boston. Howard street was the rialto. William Tell, Rexford, St. Leon, Howard House, Crawford House and Mother Thomas' boarding house were popular headquarters for troupers. Earlier Annie Irish ran a boarding house for professionals. Austin & Stone's, with dear old George Millbank as manager, was always a great haven for us. If we happened to strand in the sticks in Nova Scotia and get back to Boston we could always pull our trunks into Austin & Stone's for two weeks. I knew all the good oldtimers Mr. Kelly mentioned. Ben Walker and Charlie Mackie were good pals of mine. Mackie was with me at the Palace. I wonder whether Mr. Kelly remembers golden-voiced Carrie Tentine; Jimmy Cowper, a Lynn boy of the team Pete Griffin and Jimmy Cowper; Murphy and Killeen, Tom Bryant, Toby Lyons, Madge Tremayne and Bryant and May, all old Boston troupers. The Kearney boys, Jack and Jim, and Michael Joseph were from Boston. Jack is now in London with Al Woods' production of *The Night of January 16* at the Phoenix Theater. Then there were Tony Hart, Worcester, of Harrigan and Hart, and Tony and Mark Hart, nephews of the renowned Tony. George Lirem, comic singer of Lynn, worked with me 40 years ago. John Del Vecho, Salem, was my partner in a musical act at that time. For 12 years I toured the Northeast and maritime provinces in my own shows. John Keefe, celebrated rube comedian, also was a Boston boy and my close friend. He passed away a few years ago in French Hospital, New York. Sandy Chapman is another beaneater who toured with those sterling Bostonians, Ward and Vokes. And who ever saw a finer comedian of the old school than Dan Daly? In fact, the entire Daly family were geniuses, Lucy, Margaret, Bill and Bob. Mrs. Hap Ward is Lucy. Margaret was the wife of Harry Vokes. As a boy I played piano for Dan Daly in *Upside Down* at Ferguson's Theater, Shenandoah, Pa. Bob Daly taught me to play *Boulanger's March* at the first time I ever heard it. My memory is rich relative to those dear old stagefolks and may God bless all of them who are still with us and those who have passed on to the great Director of us all.

TOM WATERS.

42d YEAR

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Vol. XLVIII. NOVEMBER 28, 1936. No. 48

Saranac Lake

By JOHN C. LOUDEN

Doris Connes is in general hospital, where she has undergone the second stage of a rib operation. Her condition is satisfactory.

Lew Burko, who has been curing at the Lodge for the last four months, has left for his home in New York. He has improved greatly and hopes to engage in some light occupation.

Margaret (Monnie) Monroe was given a farewell dinner at the Lodge last week. She was presented with a serviceable gift from the patients and staff as a token of esteem for her kindly consideration and services during the last eight years.

James Cannon, former member of Ray Noble's orchestra, responded favorably to the phrenic operation at the general hospital last week. He is back at Northwood Cottage and doing well.

Mrs. Alyce Frank, of Chicago, is in Saranac Lake, visiting her sister, Gladys Palmer, who is in the general hospital recuperating from the pneumolysis operation. Gladys is doing nicely.

Sal Ragone has backed a winner at last, tho not the way he wanted to. He finally won a carton of cigarets in the Lucky Strike Sweepstakes.

Dorothy Krouse enjoyed a visit from her husband, Harry, over the week-end. Dorothy is allowed up for an occasional meal in the dining room and a movie once a week.

Ben Shaffer celebrated another birthday last week. His 45th or so? He is up for meals and doing very well.

Out in the Open

by

Roger Littleford Jr.

RUDY VALLEE'S discussion of "contracts" appearing in the night club department of this issue should be of interest to a large majority of acts that toured the hinterlands as outdoor attractions last summer. Since the passing of prohibition and subsequent rise of legitimately operated after-dark dine, dance and drink spots, the use of floor shows has grown more and more popular. A few years ago the average night club bill needed nothing more than a line of girls and a couple of song and dance turns recruited from vaudeville, radio or musical comedy. But times have changed and today John Q. Public demands more than sex appeal--he wants something out of the ordinary—and in many cases is getting it. Today we find night spots in all sections of the country turning toward novelty acts, ranging from magic to dog and pony turns. . . . But this comparatively new phase of the show business, like all branches were in their infancy, is far from being organized, far from running smoothly. Unfortunately it seems to be the policy of many operators and bookers engaged in club work to carry little respect for the performer, the base of their pernicious practices lying in trick and unequitable contracts. It's been a rocky road for many artists already engaged in night spot work, and newcomers to the business will do well to be careful of the papers they sign. Rudy Vallee, who has devoted many hours to the study of law, treats the subject intelligently in his current special article. Read it and reap. . . . And performers who have heretofore devoted most of their time and talent to winter arenas and an occasional vaudeville date must realize that regardless of the nature of their routine there is always the possibility that it may be manipulated into an act workable for night spot engagements. It's surprising what some performers have already accomplished. Just last week a mule act entered the night club field—rubber shoes permit the animals to perform on slippery floors.

IT IS with regret that we withhold the contents of a letter directed to this pillar last week. It was really very interesting and amusing and treated with a subject of interest to us all. Unfortunately, however, it appeared over an obviously fictitious signature, thus committing itself to the wastebasket. It is repeatedly emphasized by this publication that anonymous and jokingly signed communications are not published, nor are their contents used in any way in news stories. . . . W. M. Tucker, owner and manager of the Al G. Hodge Shows, writes from Tampa that he is resting there but will be in attendance at the Chicago festivities. With Mrs. Tucker, he has been touring the East and South since putting his show away in its Indiana quarters several weeks ago. . . . Al Hamilton, who has been connected with Bob Morton's winter circuses, in town on business. Is lining up a couple of weeks of metropolitan dates for his jungle wedding attraction. Al says it's no trouble at all to secure young New York couples willing to be joined in matrimony in a cage full of big cats, but he adds that the fainting percentage is a bit higher than the average. Bob Morton's jewelry and such that were stolen from his room in a Toronto hotel recently were found in Providence, R. I. . . . Clyde Beatty due to sail for Europe in a few days. Cat purchasing the purpose. . . . M. B. Howard, Southern representative of the George A. Hamid office, in town for conferences.

W. EARLE ANDREWS, general manager of the New York World's Fair of 1939, will be very much in the swing of things at the outdoor conventions in the Hotel Sherman, Chicago, next week. Andrews, who is supervising the plans and construction of the entire fair, seems to be entertainment-minded at heart and is devoting a large part of his time to that end of the fair's development. . . . Announcements from the West Coast last week to the effect that Mabel Stark has permanently retired from activity in the wild-animal game are relieving to her many friends. Hers has been a dangerous and nerve-racking career. Miss Stark sold her cats and equipment to Bert Nelson, who will conduct an augmented act for the Al G. Barnes show next season. . . . Latest performer to join the New York WPA circus project is Rosie, big elephant used in Billy Rose's *Jumbo* shows at the Hippodrome in New York and at the Fort Worth Frontier Celebration. Rosie filled a limited engagement on the circus project, which, incidentally, is now in its second year of indoor dates and has solid bookings thru March. It's playing metropolitan armories and arenas. . . . Leslie G. Anderson, formerly of *The Billboard*, moved to Detroit recently to head the General Amusement Devices Company there. The new firm will be represented by Andy at the Chicago conventions.

THE 1937 tour having come to a close in Tampa last week, biggies of the Ringling-Barnum show are either en route to or already in New York for the corporation's annual directors' meeting. As this is being written tentative plans are being arranged for the conclave. Among the weighty decisions to be made will be the future of the Hagenbeck-Wallace show, which was withheld from the road this year. When he announced that the show would not be on the road in 1936, Sam Gumpertz emphasized the fact exclusively in *The Billboard* that it was strictly a temporary arrangement and that 1937 would see the Hagenbeck colors in operation again. . . . Frank Braden and Frank Cook are back in New York, Braden to contact a winter legitimate road show to handle, and Cook to take up his duties at the Ringling offices on Madison avenue. Roland Butler will make his winter headquarters in sunny Sarasota again and will again have Braden report earlier than usual to aid in the story writing. . . . When the show arrived in Sarasota last week two integral parts of the organization were sadly lacking. Francis (Cow) O'Connell, 24-hour man, and Frank McIntyre, head of the front door, having passed away during the 1936 season. Their untimely departures were a severe blow to the working operations of the "greatest" and their absence, from a business and social standpoint, has not been easy to overcome.

Hartmann's Broadcast

NEXT week the big annual outdoor doings in Chicago! And what doings they will be! From all sections of this country and Canada they'll come—fair men, park men, pool men, carnival men, circus men and other showmen. All indications point to the greatest gathering of outdoor amusement men—all "under one roof," as they should always be—in history. A trip to these functions is worth the price many times over, no matter where the individual might be located. Only those who have attended in previous years fully realize what the functions mean from the standpoint of knowledge building and sociability.

President Harry C. Baker of the National Association of Amusement Parks, Pools and Beaches has just issued a message to showmen everywhere, and what Harry says to the park, pool and beach men about the benefits to be derived from attending his organization's convention can be applied to fair men and carnival men at their respective organization meetings. And then there's the big social feature, the annual banquet and ball of the Showmen's League, which this year promises to be attended by far more representatives of all outdoor fields than ever before in the history of the League.

"Were it possible for me," says Harry in his message, "to visit every operator of an amusement park, swimming pool and bathing beach thruout the world and explain to them personally the advantages to be gained by their attendance at the Chicago meeting of the National Association of Amusement Parks, Pools and Beaches, November 30 to December 4, I am sure we would witness one of the largest influx of visitors in the history of the Windy City.

"Such a visit by me being impossible, we must content ourselves with the hope that during the past year we succeeded in conveying thru the trade journals and literature emanating from our Chicago office the message of accomplishments of our association.

"Confident that it has reached the field, we look forward to greeting many of you at the meeting.

"The convention of 1935 was most gratifying. We had the largest attendance and finest exhibit of equipment in a number of years. Realizing we had by no means reached the peak of possibilities, we concentrated on our meeting in 1936.

"That this effort has culminated in results, I am sure you will agree. Never before have we enjoyed the request for reservations as has been our good fortune for this meeting. From park, pool and beach men everywhere come assurances of attendance.

"Practically all space for exhibits has been taken at this writing and every indication points to a display so complete and unlike previous years in attractiveness and innovations that no resort operator can afford to miss seeing it.

"Listed on the speakers' program are subjects that are diversified, interesting and of great value to all of us. We have been fortunate enough to secure a number of speakers who are authorities on the topics of their papers.

"The bands are playing, so get in line and form the parade—from North, South, East and West the march is on. Let us show Chicago showmanship by showmen."

AND LET GOOD FELLOWSHIP REIGN SUPREME!

† † †

Cleveland's First Annual Children's Show is advertised as "For Children 6 to 66." Looks like the world is growing younger and younger.

† † †

Max Goodman got a laugh out of the head, "More Yes Than No," that appeared over an article in a recent issue of *The Billboard* quoting him on a report that he was planning his own carnival organization for season of 1937. He believes it would be a good title for a weekly column and that such a column would never go begging for stories of the "more-yes-than-no" variety.

Altho taking a rest with his family at Hot Springs, Max manages to find time each day for some work on his new venture. The only drawback is lack of time in which to be ready by the beginning of the new season. If it were a case of simply gathering together old equipment Max says he could be ready within six weeks, but it is his intention to build from the bottom up, with everything new. He promises to let me know definitely during the Chicago conventions what he is going to do in 1937.

Max had a very nice season with his game concessions this year. Several fairs were played by him for the first time and officials highly complimented him on his methods of operation. "But it's the same old story," says Max, "praised when operating and generally forgotten when another fellow comes along with more money but less regard for the public."

† † †

Like a little acorn the American Carnivals Association seems to be growing. Thirty member shows to date.

† † †

SLATS BEESON, "The Circus" proprietor! That's it, folks, but "The Circus" is not tented amusement. It is the name selected by Slats for the cafe which he has opened in Houston. Circus atmosphere abounds inside and out—marquee, flags flying from the top, etc., with numerous circus photos on display inside. . . Bitely, Mich., ever hear of it? Well, that's where Paul M. Lewis has been hunting deer and bears since calling it a season for his Lewis Bros.' Circus. No word yet as to how many were bagged. . . . In keeping with a time-

(See BROADCAST on page 45)

Notes From the Crossroads

By NAT GREEN

POWDER RIVER JACK, a picturesque son of the old West, blew in from Deer Lodge, Mont., the other day on his way to the White House at Washington and has been hobnobbing with Tito Schipa, opera star; Robert Ware, who keeps thousands of young people rolling on wheels—roller-skate wheels—and various members of the Adventurers' Club. Jack rode the last Chisholm Trail, was a bronk buster with Buffalo Bill on his last European tour and for years has been writing of the forgotten West and singing cowboy songs, not as you hear them sung by the synthetic cowboys of radio but the way they sing 'em on the range. With Powder River Jack (Jack Lee is his name) is his wife, Kitty Lee, a trick rider who also trouped with Colonel Cody's "opry." They're an interesting couple, as genuine as the sage brush from whence they came. Jack has a repertoire of some 300 songs of the plains and he warbles 'em proper—no nasal twang and no yodeling, but honest-to-goodness singing. It's refreshing to meet folks like that!

●

"That luncheon club that you fellows back there in Chi are always talking about certainly must be the utsnay," writes a well-known figure in Western show biz. "I used to think it was just a figment of the imagination, but when picture stars, governors and such mention it to me in conversation I conclude there must be something to it." You're darn tootin' there is, pardner! Perhaps we've dwelt too much upon the Atwell Luncheon Club, but if so it's only because it has become such a cosmopolitan institution that it numbers among its members men and women from every branch of the amusement and professional world. Doctors, lawyers, outdoor showmen, literary celebrities, movie stars. Mentioning a few at random, there are Governor Tinsley of New Mexico, Irvin Cobb, Wallace Beery, Ida Lupino, Dr. Tom Tormey, Terry Turner, Clyde Beatty, Larry Hogan, J. D. Newman; Eugene Whitmore, editor of *American Business*, and numerous others equally well known. An idea of its cosmopolitan character may be gained from the "gang" assembled one day last week, which included Mabel McCane, of vaude and radio; Clyde Beatty, noted animal trainer, on his way to Europe; Mabel Franklin, business woman of Duluth; Harry Bert, superintendent of tickets on Al G. Barnes Circus; Armand R. Emrich, tent manufacturer of Evansville; Dorothy E. Miller, radio department Blackett-Sample-Hummert; Clint E. Beery, heating engineer; J. D. Newman, traffic manager Cole Bros.-Clyde Beatty Circus; Leo Hamilton, manager D'Arcy Girls, aerial act, and Mrs. Ethel Hamilton, of the act; Bert and Agnes Doss, noted aerialists and now night club proprietors in Bloomington, Ill.; Col. William Soaper Sneed, business man and circus fan; Robert Emmett Hickey, publicity director Cole Bros.-Clyde Beatty Circus; the Crossroads mugg, and, of course, the genial host, H. A. Atwell.

●

Bill Lindemann, of Seils-Sterling Circus, paid the Crossroads office a visit a few days ago on his way home to Sheboygan, Wis. . . . Bill says the show played 93 stands in Wisconsin the past season and 20 in upper Michigan, and only two losing stands in the lot. . . . Ab Johnson, vet clown, again playing the Logan department store thru the

(See CROSSROAD on page 45)

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The Final Curtain

ALLEN—George T., 68, musician, at Memorial Hospital, Ithaca, N. Y., last week. He was for many years drummer with the Patsy Conway Band. Survived by his widow, Clara; one brother, Edward Allen, and one sister, Mrs. Louise Barber. Services at the Gilbert Funeral Parlors, Ithaca, and interment in Lakeview Cemetery, that city.

ANDERSON—Mrs. Emma, wife of James Anderson, of the F. H. Bee Shows, at Louisville November 14. Survived by her mother and three sisters, Lillian Kleier, Lorance Sinkham and Mabel Wentz. - Burial November 16.

ANDREWS—Robert B., 79, film technician, in Hollywood November 14.

BAEHR—Jerome (Jerry), 50, in Philadelphia November 11. He was connected with Bob Morton as promoter for 14 years, also handled promotions independently. Survived by his widow, Mildred, and 10-year-old son. Burial in National Cemetery, Philadelphia, November 13.

BLANK—Jacob Z., 80, developer of Pine Lake Amusement Park, near Lindenwold, N. J., November 11 at his home in Lindenwold following a stroke. He had been in poor health for the last two years. Survived by three sons, who aided in developing the park.

BOWERS — John (Bowersox), silent screen hero, drowned in the Pacific Ocean November 17. His body, after being washed ashore, was found by George Contreras. He was born in Garret, Ind., under the name of Bowersox. After he began his career in dramatic stock he changed his name to Bowers. He played in many repertoire stock companies prior to 1916. Soon after that he left the New York stage and went to Hollywood. He appeared in *Lorna Doone, Chickie, Sky Pilot, Say It With Songs, Skin Deep* and *Mounted Fury*. He was separated from his wife, Marguerite De La Motte, whom he played opposite in *When a Man's a Man*. Also survived by a sister, Mrs. R. W. Boynea.

BROWN—Seth, 73, one of the founders and former secretary of Associated Advertising Clubs of America, in New York November 15.

BUBECK—Mary Louise, 24, for some time in charge of traffic and program schedule for Station WMT, Cedar Rapids, Ia., November 6 after a short illness. Pallbearers included Art Shepherd, Don Inman, Bert Puckett, John Palmer, Charles Quentin and Leo Cole, all of WMT.

CAMPBELL—Mrs. Grace D., 44, musican and piano instructor, November 12 at her home in Collingswood, N. J., after a two months' illness. Survived by her mother, husband, two sons, two daughters, two brothers and a sister.

CANNON—Grace, 31, secretary to Harry Weinberg, vice-president and general manager of Central States Theaters Corporation, Des Moines, of meningitis, in Des Moines November 16.

CARROLL—Mrs. Marcelle Montabat, 39, stage and screen actress and wife of theatrical producer, Earl Carroll, in the Park East Hospital, New York, November 18. Survived by her husband.

CASSAN—Fred, 50, independent exhibitor at San Juan Capistrano, Calif., in that city November 10.

CHAPMAN—Dr. W. Louis, 62, music critic of *The Providence* (R. I.) *Journal* for many years, November 15 at his home in Providence.

COLLINS—Earl J., 46, with Sells-Floto Circus 1929 to 1932, in Peru, Ind., November 12. He was a member of Veterans of Foreign Wars.

CONNELL—Horatio, 60, singer and voice teacher, who numbered among his pupils Nelson Eddy and Rose Bampton, in Hahnemann Hospital, Philadelphia, November 16. Surviving are his widow, two brothers and three sisters.

DAMON—Isaac, 87, member of Massachusetts State Board of Agriculture 12 years, at his home in Cochituate, Mass., November 16. He was president of the old Middlesex House Agricultural Society and was a devotee of agricultural affairs. His wife, who died in 1930, was Jessie Blair, Natick, Mass. Survived by a son and four daughters. Funeral at Wayland Unitarian Church, with burial in Cochituate.

DE VALERY—Leo, 41, retired theatrical producer, in Beverly Hills, Calif., November 15. He was one-time producer of the Albertina Rasch vaude unit and is credited with launching the ballerina as an international figure. He also managed Argentina, and two years ago produced the Japanese fantasy, *Sakura*, in Hollywood Bowl. Survived by his widow, Kristine.

ECCLES—John B., 31, chief announcer for WJR, Detroit, suddenly at his home in that city November 19. Survived by his widow, mother, son and daughter.

EDWARDS—Henry, 65, founder and first president of East Texas Fair Association, November 13 at his home in Tyler, Tex. A veteran newspaper editor, he was known as the father of East Texas journalism. Survived by his widow and seven children.

ESTES—Willard L., 45, pitchman and demonstrator, at his home in Lynn, Mass., November 7. During the war Estes received the Distinguished Service Cross, Purple Heart and a French citation. He was buried with full military honors.

GEISSLER—Louis F., 75, former San Francisco music publisher and later a director of the Victor Talking Machine Company, November 14 near Northport, N. Y. Surviving are his widow, Ida Greeley-Smith, a granddaughter of the late Horace Greeley, and two sons.

GOLDBERG—Philip, father of Ben Goldberg, owner of Goldberg Film Delivery, November 12 in Los Angeles.

GRAY—Margaret Cameron, wife of Robert Gray and mother of Bob Gray Jr., orchestra leader in Providence theaters, November 12 in that city. Besides Bob, four other sons survive. They are John and Alexander, member of the Philadelphia Symphony Orchestra; William, member of the New York Philharmonic Orchestra; and James, a concert pianist. Services were November 15.

GRAY—Melba Rohlfs, 29, pianist and film actress, in Los Angeles November 15. She was the daughter of John Rohlfs, business manager of *The Hollywood Reporter*.

HANCOCK—Mrs. Nellie M., 72, wife of Harry Hancock, veteran theatrical advance agent, November 21 at her home in Chicago of heart trouble, from which she had suffered for several years. She was for many years connected with the lyceum and chautauqua and was well known particularly in the outdoor field. Burial in Woodlawn Cemetery, Cleveland.

HARRIS—William E., father of Orval (Whitey) Harris and father-in-law of Hazel Cotter (Mrs. Orval Harris), aerial performer, November 10 at Harper Hospital, Detroit, after an operation.

HARRISON—Arthur, 68, noted English organ builder and one of the first to introduce the electric organ in England, in London November 15.

HART—Mrs. Blanche Roth, wife of Bowman (Buss) Hart, son of Port Hart who owned the Port Hart Circus in the '70s, November 10. In the early '80s Buss Hart had charge of ring stock with the Adam Forepaugh Show. Surviving are her husband and a daughter, Helen. Burial in Shenandoah, Pa.

HARWAN—Elias, 48, motion picture theater owner, November 12 at the office in one of his theaters in Mt. Ephraim, N. J., following a heart attack. Harwan was owner of the Ritz Theater, Philadelphia, and the Mt. Ephraim Theater, Mt. Ephraim. Survived by his widow, Eva, and five children.

HELLEBERG—August, 75, former tuba player with the Metropolitan Opera Orchestra, the New York Philharmonic Orchestra and recently with radio, in Newark, N. J., November 17. Survived by his widow, two sons and two daughters.

HIX—James, 50, Hawaiian performer on the WPA vaude project, November 17. Buried November 20 in the NVA plot at Kensico Cemetery, New York. Survived by his widow.

HORSMAN—John, 76, well known to theatrical people as proprietor of the Victoria Annex Hotel, Detroit, for 38 years, in that city November 10 after a brief illness. Burial in Woodlawn Cemetery, Detroit.

IKONIKOFF—Alexander, 45, Russian actor, of heart attack in Los Angeles November 17. Survived by his widow.

JONES—Frederick T., 30, known to the show world as Teddy La Tour, suddenly in Baltimore November 11. He played in burlesque and trouped for a number of years with various circuses and carnivals. He was out with the Glick Shows the past summer. Jones had been featured at the Lucky 11 Night Club, Baltimore, for two years. Interment in Baltimore Cemetery, Baltimore. Survived by his widow and three children.

KACHALOW—Vassili, 61, one of Russia's leading comedians, at Moscow recently.

KELLEY—Mrs. A. J., 90, mother of Claude Hinckley, retired showman, of Paw Paw, Mich., and sister of the late Burr Robbins, circus owner, and aunt of B. W. Robbins, president of the General Outdoor Advertising Company, Chicago, November 15 in Hanford, Calif.

KELLOGG—Paul F., 73, former vaudevillian, November 14 in Detroit. Survived by one daughter. Burial in Woodmere Cemetery, Detroit.

KELLOGG—Stanley T., 51, one of the foremost motorcycle racers a quarter of a century ago and a pioneer flier, in Bridgeport, Conn., November 4 after a long illness. He performed on motorcycle tracks thruout the country and was one of the first to engage in hazardous hill climbs.

KENNEY—Thomas, 47, of the Six Gordonians, acro troupe, and originator of the Bounding Gordons, of double pneumonia at the home of his sister in Jackson Heights, L. I., N. Y. Kenney, who had toured widely in Europe and Australia, was with the original Mangean Troupe at the beginning of his career and had also played with the Barnum show. Survived by his sister, Jenny, with whom he once teamed as Gordon and Kenney.

LARSON—Gus, former equestrian director of Polack Bros.' Circus, recently in Chicago from a heart attack.

LAZAR—Filip, 42, musician and composer, in Paris November 4.

LEWIS — Trixie, performer, fatally burned when her dress caught fire from a gas heater in her home in Los Angeles recently. She was the wife of Pierre Akey. She worked out of New York, Chicago and Kansas City with many well-known companies. Burial November 7.

LION—Norbert C., 43, showman, in Buffalo November 12 from a complication of ailments. Early in life he entered the theatrical field, where his baritone voice won him ready recognition. He appeared in *Ziegfeld Follies, Music Box Revue,* George White's *Scandals,* and for a number of years was interlocutor with the J. C. Coburn Minstrels. For the last three years he had been an entertainer in Buffalo. Survived by his mother and one brother, Paul. Services in St. Mary's Church, St. Marys, Pa., where the body was taken for burial.

LIVESEY—Sam, 63, actor of British stage and screen for the last 50 years, in a London hospital November 7.

McCLOY—Fred, 75, manager of Columbia Theater, New York, and formerly press agent and business manager for Klaw & Erlanger: manager of the Grand Opera House, Pittsburgh; dramatic editor of *The New York Morning Journal,* and personal representative of James A. Bailey, of Barnum & Bailey, at his home in New York November 12. Survived by two daughters.

McGREW—Anna, 72, founder-member of the Hollywood Bowl Association, in Los Angeles November 13.

MAHONEY—William B., 50, retired actor, at his home in Tottenville, S. I., N. Y., November 5 of a heart ailment. Under the stage name of William B. Naughton he was for 25 years prominent in theatrical circles. He had principal roles with Wilton Lackaye in *Les Miserables,* Lulu Glaser in *Dolly Varden* and *Dolly Dollars,* Raymond Hitchcock in *The Yankee Consul* and with Jane Cowl. From 1919 to 1923 he was a leading man for a stock company in Montreal. He appeared in *The Pink Lady, Madame Sherry* and *The Only Girl.* In 1910 he married Rita Harrington, actress, who played opposite him in several productions. Mahoney was an organizer in New

Mme. Ernestine Schumann-Heink

Mme. Ernestine Schumann-Heink, 75, beloved operatic and concert singer, died at her home in Hollywood November 17 of an ailment which caused hemorrhages of the throat and lungs. She lapsed into a coma three hours before death.

At her bedside were Mr. and Mrs. Henry Schumann-Heink and their two daughters, Barbara and Kathryn; Mr. and Mrs. Ferdinand Schumann-Heink; Mrs. Charles Fox; Ditti Schumann-Heink, daughter of Hans Schumann-Heink, the singer's son, who was killed in action in the World War as a German soldier, and Hans Schumann-Heink, who died in action as member of the American Expeditionary Forces.

Under her mother's tuition Ernestine practiced singing when only nine. At 11 she was sent to the Ursuline Convent in Prague, where she sang tenor parts at mass. Later an invitation to try for a place with the royal opera at Dresden was accepted. She made her debut as Azucena in "Il Trovatore" October 13, 1878.

She made her first appearance in America November 7, 1898, singing Ortrud in a presentation of Wagner's "Logengrin" at the Auditorium Theater, Chicago. In 1904 she appeared in an American comic opera, "Love's Lottery." Her health broke in 1905 and her voice was reported ruined, but after a rest in Germany she returned to America and made 129 appearances in opera in 1906-'07. One of her last opera appearances took place in 1926, when she sang Erda in "Das Rheingold" with the Metropolitan company.

Her most famous roles were Eides in "Le Prophete," Ortrud in "Lohengrin," Erda Fricka in "Die Walkuere and Orpheus in Gluck's opera of that name. She also appeared for a brief spell in vaudeville in late years.

Married three times, she was the mother of eight children. Her last husband was George Rapp Jr., a Chicago lawyer. She married him in 1905, shortly after she had taken out her naturalization papers.

Other survivors than those previously mentioned are George W. Schumann, Walter Schumann and Mrs. Charlotte Grief.

Funeral with full military honors was conducted by American Legion Post No. 43, Hollywood, and the Hollywood Post of Disabled Veterans of the World War. Burial was at Greenwood Cemetery, San Diego.

Alfred E. Aarons

Alfred E. Aarons, 71, theatrical manager, associated with the stage for more than 50 years, during which time he was connected with Koster & Bials, Klaw & Erlanger and other noted theatrical firms, died November 16 at Presbyterian Hospital, New York.

Aarons was born in Philadelphia and began his career at 15 in the box office of Gilmore's Central Theater, that city. He later set up a booking agency for legit and vaude talent there, and in 1890 went to New York, where he booked acts into American Music Hall. Theaters he operated included Harriman's, Oscar Hammerstein's and the Victoria. At the turn of the century he took over the Savoy, formerly Krause's Music Hall.

Immediately after 1906, on which date Aarons presented "His Honor, the Mayor," at the New York Theater, he became associated with Klaw & Erlanger, became manager of the Broadhurst and later handled the National, New Amsterdam and Vanderbilt theaters, among others. He is credited with starting the current system of booking road shows and was the founder of International Managers' Association. His activities in theatrical organizations included membership in the Episcopal Actors' Guild, a directorship in the Actors' Fund of America and Lambs' Club and membership in the Players. Some of his shows were "Yama," Magnolia" and "$25 an Hour."

He was married twice; to Josephine Hall, now deceased, and in 1915 to Leila Hughes, who survives. A son and two daughters by his first union also survive.

William J. Hilliar

William J. Hilliar, whose sudden death in Cincinnati on November 15 was briefly mentioned last week, was a widely known circus and carnival press agent and magician. For more than 30 years he was in this field, besides playing vaudeville and editing and writing on magic.

He was with the Dan R. Robinson carnival 34 years ago and later with Forepaugh-Sells Circus, Barnum & Bailey Circus Side Show, Smith Greater Shows, Zeidman & Pollie Shows, Johnny J. Jones Exposition, Model Shows of America and others, recently having left the Dan Rice Circus.

At various times he was on the editorial staff of The Billboard in San Francisco, Cincinnati and New York offices. He was founder and first editor of The Sphinx, magicians' monthly; life member of the Society of American Magicians and member of the Variety Club of Cincinnati.

He was born in Oxford, Eng., November 27, 1876. Interment in Showmen's Rest, burial plot of the Showmen's League of America, in Woodlawn Cemetery, Chicago, November 20.

York for the American Federation of Labor. Survived by three brothers, Burton, Thomas and Edward; three sisters, Mrs. Anastasia Moore, Mrs. Elizabeth Nixon and Mamie Mahoney.

MANGNUS—Saul, 49, motion picture scenario writer, at his home in Los Angeles November 15 of a heart ailment. Survived by his widow and two daughters.

MARSH—Leo A., 42, dramatic editor of *The New York American*, at his home in Westport, Conn., November 5 of heart ailment. While with *The New York Morning Telegram* Marsh conducted the Beau Broadway column, the first example of theatrical gossip.

MILLER—Charles, 79, former theatrical manager and business representative of William A. Brady, November 14 in New York. One of his shows was *Tarnish*, 1923, in which Ann Harding played the lead. Survived by his widow.

POTTERFIELD—Marcelline Andre, 49, daughter of Dr. C. A. Potterfield, at whose drug store reserved seats for circuses were always sold, suddenly from a stroke at Charleston, W. Va., November 7. Marcelline often traveled with her circus friends, of whom she had many. Burial in Mt. Olivet Cemetery, Charleston.

RAFFERTY—Clarence J., 39, Paramount Studio carpenter, in Los Angeles November 7. Survived by his widow.

READER—Edward A., 63, veteran performer, at Yorba Hotel, Detroit, recently. He played with Fred Stone and Wallace Beery during a brief time in pictures. Survived by two brothers and two sisters. Burial in Ypsilanti, Mich.

REED—Dell, 28, known as the "Dixie Tenor," who formerly sang with Red Nichols' Orchestra and a band formerly conducted jointly by Dan Russo and Ted Fio-Rito, suddenly at La Salle, Ill., November 19. Was on the Affiliated Broadcasting Company network from Chicago for a while and recently went to La Salle to sing in a night club.

ROBERTSON—James, 77, employed in Paramount Pictures' carpenter shop the last 12 years, October 14 at Redondo Beach, Calif. He was for years an extra in pictures.

SAPELLI—Luigi, 70, scenic director of La Scala Opera House, Milan, Italy, in that city November 11. He also had designed sets and costumes in New York, Paris and Leningrad.

SMITH—Mrs. J. Porter, piano teacher and radio artist, known as Ruth Cathey, in a music studio fire in Atlanta November 19.

STONE—Jules Frederick, former Metropolitan Opera tenor and concert violinist, November 11 in Los Angeles. Lately he had been a teacher of educational music for the Los Angeles Music Project. He leaves a widow and eight children.

WALCAMP—Marie, actress of silent films and wife of Harland Tucker, stage and screen actor, at her home in Los Angeles November 17. She had been ill and despondent for several months.

WALDEN—Margaret Primrose, circus woman, of cerebral hemorrhage at Royal Oak Hospital, Royal Oak, Mich., November 7. She was the daughter of the late Charles J. Gregory and the last of the Gregory family. Survived by her husband, Frank Walden, and a daughter, Virginia. Interment at Oak View Cemetery, Royal Oak.

WALKUPS—Mrs. Jack, of Gold Medal Shows, was killed November 16 when a truck loaded with equipment of the Gold Medal Shows collided with a train near Jennings, La. Her husband, Jack Walkups, musician, was with Seils-Sterling Circus the past season. Oscar Bloom, owner of Gold Medal Shows, assumed the funeral expenses. Body was shipped to Ironton, O., for burial.

WALTERS—Harry M., 49, showman and concessioner, in Columbus, O., November 15 after a lengthy illness. Survived by his mother and two brothers, Frank and Willis. Burial at Lancaster, O.

WARD—F. Darby, 48, banner man, November 3 at his mother's home in Gaithersburg, Md.

WEBB—Fay, former wife of Rudy Vallee, radio crooner and orchestra leader, at a hospital in Santa Monica, Calif., November 18 from complications following a surgical operation.

WESSELS—Mrs. Imogene Slater, 76, concert singer, at her home in East Portchester, N. Y., November 17. Survived by a sister and two nieces.

WILLIAMS—Clarence, brother of Les Williams, pitchman, in Dallas recently. Had been connected with the Les Williams medicine show at various times during the last 20 years.

Marriages

ABBOTT-MERRITT—Charles Abbott, of Boston, creator of the Senator Franklyn character in vaudeville, now representing the Lou Golden Amusement Agency there, and Ruth A. Merritt, Boston nonprofessional, in that city November 15.

CASTELLINI-TYREE—Victor J. Castellini, concessioner and candy butcher, and Mary Tyree, nonprofessional, at Lawrenceburg, Ind., November 12.

GOLDSTEIN - LEHMAN—Teddy Goldstein, who has the Hum-a-Tune concession at Texas Centennial Exposition, Dallas, to Ada Lehman, former showgirl, in Dallas November 15.

HAYWARD-SULLAVAN—Leland Hayward, formerly business manager for several screen actresses and now in the literary field in New York, to Margaret Sullavan, stage and screen actress, at Newport, R. I., November 15.

HENRY-DURKIN — William Henry, screen actor, and Grace Durkin, film actress, at Ensenada, Mex., November 14.

KLAUDER-KNAFFMAN—Ervin Klauder, wild animal trainer of Seils-Sterling Circus, and Vivanne Knaffman, a flyer in Tom Beckman's act on same show, at Mt. Morris, Ill., September 11, it was revealed last week.

LAUGHLIN-LAWLER—Milton Laughlin, program director for Station WHAT, Philadelphia, and Mary Ann Lawler, nonprofessional, in New York November 13.

LYNCH-WOODS—Roland Lynch, writer, and Yvonne Woods, RKO-Radio designer, in Hollywood November 12.

PINKSTON-HULVEY—S. L. Pinkston, of Salisbury, N. C., to Clarice Hulvey, of Beckley, W. Va., recently. Both are known in the concession business.

RETICKER-GREENMAN—Ronald Reticker, nonpro, and Melba Greenman, 20th Century-Fox employee, at Yuma, Ariz., November 15.

RITZ - GREENFIELD — Harry Ritz, member of the Ritz Brothers, comedy team, to Charlotte Greenfield, photographer's model, at Newark, N. J., September 11, it has just been revealed.

ROBERTS-TOMLINSON—Harold Roberts, actor, to Frances Tomlinson, actress, and daughter of Cash and Madge Tomlinson, performers, at Toledo, O., November 9.

ROSSI-VANNA—Peter Rossi, nonprofessional, of Chicago, and Gina Vanna, of the Chicago Civic Opera Company and radio soprano, at Chicago October 18.

STERNER-TRUEMAN—Harold Sterner, nonprofessional, to Paula Trueman, stage and screen actress, in New York November 17.

STILLWELL-HELMING—Jack Stillwell, of Iowa network sales force, to Betty Helming, nonpro, in Kansas City, Mo., November 5.

WATTS-PHILLIPS — Schuyler Watts, New York actor, to Madelyn Hyde Phillips, of Wenham, Mass., actress, at Harrison, N. Y., November 18.

Births

A 7 1-2-pound son to Mr. and Mrs. L. C. Einwick at St. Vincent Hospital, Norfolk, Va., September 15.

A 7½-pound son to Mr. and Mrs. Walter Knapp in Los Angeles November 15. Father is 20th Century-Fox employee.

To Mr. and Mrs. James Dineen a nine-pound four-ounce girl November 16 in Los Angeles. Father is film technician.

A girl, 7¼ pounds, to Mr. and Mrs. James Scott at Ambridge, Pa., November 13. Father was a Ferris Wheel operator for Mrs. William Wells part of last season on the Winter's Carnival Shows.

A son to Doc and Mrs. Les Williams in Chaffee, Mo., recently. Father is a pitchman.

A daughter to Mr. and Mrs. Reid Jackson in Pittsburgh November 13. Father is leading man at the Kilbuck Theater, that city.

A girl to Mr. and Mrs. Albien Griffin in Pittsburgh recently. Mother is the former Peggy Daugherty, Pittsburgh stock actress.

A 7½-pound daughter to Mr. and Mrs. Paul Kohner November 11 in Los Angeles. Father is MGM producer.

An eight-pound son to Mr. and Mrs. Joe Wooley at Orangeburg, S. C., November 19. Father is ride foreman with Bullock Amusement Company.

A daughter, six pounds, nine and one-half ounces, to Mr. and Mrs. James R. Curtis at St. Paul Hospital, Longview, Tex., October 30. Father is licensee of Station KFRO, Longview.

An eight-pound, five-ounce son, Edward Clifton Jr., to Mr. and Mrs. Edward Howatt at Hudson Hospital, Hudson, N. Y. Father formerly played the Keith, Orpheum, Pantages and Loew circuits and now directs bands in Hudson and Germantown, N. Y. Mother is a singer and slide trombonist.

Coming Marriages

Charles (Buddy) Rogers, film actor and orchestra leader, to Mary Pickford, screen actress, in the spring.

Bill Brennan, of Pittsburgh, and Sally Walker, chorine working in Pittsburgh night spots, early next year.

Bill Moffet and Sally Hughes, songstress with Herman Middleman's Orchestra at the Nixon Cafe, Pittsburgh, soon.

William Bacon, carnival show front builder and ride man, and Betty Wagner, night club entertainer, November 26 in St. Louis, Mo.

Pinky Tomlin, actor and songwriter, to Toby Wing, screen actress, soon.

Edward K. Johnson, promoter, and Leucylle P. Bachmann, nonpro, in Philadelphia soon.

Dr. Eugene Jess Robinson to Eugenia Aloha Porter, actress, soon.

Jackson Wheeler, Columbia Broadcasting announcer, and Edna Mae Jones, 20th Century-Fox actress, soon.

Max Hiddle, nonprofessional, to Mary Lallande, private secretary to Claudette Colbert, actress, November 26.

Lily Pons, Metropolitan Opera singer and movie actress, to Andre Kostelanetz, band leader, soon.

Marshall Worcester, stockbroker, of Los Angeles and New York, and Muriel Evans, film actress, soon.

Divorces

Mrs. Robert R. Kline, from Robert R. Kline, general agent of Royal Palm Shows, in Corbin, Ky., November 18.

Mrs. Robert Murray Griffin, singer and screen actress, from Joseph D. Griffin in Chicago court.

Marriage of Frank S. Tennille, singer, and Alice Foy, nonprofessional, in Armonk, N. Y., June 8, was annulled in New York November 16.

CROSSROADS——

(Continued from page 43)

holidays. . . . Rube Liebmann out of American Hospital, still weak but rapidly regaining his health and has many good things to say for Dr. Max Thorek. . . . Ernie Young attended the Canadian fairs meeting in Toronto last week. . . . Dr. John Fisher, of Conklin's All-Canadian Shows, said to be coming out with an entirely new attraction—a "transparent woman"—next season. . . . Capt. W. H. (Bill) Curtis evidently is back at his Palmetto Pecan Grove, Cuevas, Miss. . . . Felix Bley and wife in from the South and expect to stick around Chi awhile. . . . A showman writes in that he ended his season of sinning for 1936 and moved into winter quarters to prepare for bigger and better sinning in 1937. . . . Nothing like frankness! . . . Lou Delmore stopped off briefly in Chi on his way to New York. . . . Mickey Coughlin at Hot Springs, where many of the boys soon will be heading.

BROADCAST——

(Continued from page 43)

honored custom on All Saints' Day prayers were said from the altar of St. Andrew's Episcopal Church in Houston for the departed. Among those remembered by name were May Manning Lillie, Howard Thurston, Thomas Willard (Willard, the Wizard) and N. J. Walker, secretary of the National Humane Society, all of whom passed away during the past year. . . . What's this I hear about Schell Bros.' Circus changing to the name of the Great Foley and Ward Three-Ring Wild Animal Circus? . . . Starr DeBelle is again in "single harness"—but it will be for only a couple of weeks or so.

MAGIC——

(Continued from page 33)

cleared the house in orderly fashion. By fast work, Mysterious Smith and his assistants were able to get their entire show out with little damage. Show, however, was forced to lay off three days as a result of the fire.

DE CLEO THE MAGICIAN, who closed recently with the Zallee Comedy Company in Illinois, is now working schools, lodges and night clubs thru Central Ohio.

FELIX HERRMANN, nephew of the late Herrmann the Great, continues to headline vaudeville show touring Arkansas, East Texas and Louisiana out of New Orleans Federal Theater Project office. Troupe, which tours with full minstrel unit, first hit road for 30 days, but company has been out now 90 days and still going strong. Magician returned to New Orleans only long enough last week-end to allow "March of Time" corps to film many feet of his performance.

MARTIN SUNSHINE, mentalist and magician, recently returned from a month's tour of the West Indies. He is slated to return in December for two or three months.

JOE BERG, Chicago, has purchased the collection of rare magic and illusions from the estate of the late Joseph Scherer, who was known professionally as Sidi Ali. Scherer, who was a close friend of Conradi and Bartl, of Germany, gathered most of his illusions in Europe and the Orient.

SECOND REGULAR monthly meeting of the Wizards' Club, Chicago, was held at the Morrison Hotel November 18. Impromptu entertainment consisted of members performing tricks from standard magic books.

A. H. WHEATLEY, known professionally as Tung Pin Soo, who recently closed with the Sally Rand vaudeville unit, played the Northshore Theater, Chicago, November 8 and will open soon at the Edgewater Beach Hotel, Chicago.

RUSSELL SWANN, current at the Ritz Hotel, London, expects to return to the United States soon.

"JUST CAUGHT Ed Gardiner's *Sirens in Silk*," postals Montague from Salt Lake City, "in which the 'charming blond deceiver,' Joan Brandon, presents a smooth and colorful magic turn. Real class and no exposing. Local magi promise to make it 'interesting' for exposers who attempt to expose here. Anyone in doubt, ask the last one who appeared here. Am set here until after the holidays."

PRINCESS ZEELLA, mentalist, after 10 weeks at the New Howard Hotel, Baltimore, is back playing theaters.

CHANDA THE MAGICIAN, after completing six weeks at the Wonder Bar, Baltimore, has returned to Kaufman's department store, Richmond, Va., for his fourth consecutive season. Says he is booked up until late in January.

CONJURING FANS, of Youngstown, O.; Niles, O.; Warren, O.; Sharon, Pa., and Alliance, O., tried to baffle each other in a "Grab-Bag Contest" which featured a meeting of Gus A. Doeright Ring of the IBM at the YMCA, Youngstown, Friday night, November 13. Participants included Arthur Bush,, John Elicson, Charles Findling, Edward Smith, William Dunley, Kingdon Brown, Charles A. Leedy, Frank Zaccone, Harry Tutter and John McKinven, of Youngstown; William Ross, Alliance; Al McGuirk, Niles; William Joy, Sharon; Don Lea, Warren, O. Ralph Pierce, professional, was a guest at the meeting.

HARRY HUNSINGER, with the Sharpstein Comedy Company the past season, is now associated with the Pangborn Company, currently playing Pittsburgh territory.

KENNETH SPENCER has returned to Minneapolis after concluding a 34-week season with Ed Myhre's Novelty Entertainers under canvas. He expects to remain around Minneapolis for some time playing club and theater dates and carving vent and Punch figures. He is playing this week at the Beacon Theater, Winnipeg, Man. Myhre has stored his tent equipment and is now laying off in Fargo, N. D.

KING FELTON, playing this week in Bogota, Tex., has a few more schools to make before going out with a traveling company. Felton is now using 14 illusions, together with a host of minor effects. He is assisted by his wife and daughter, Betty.

OTIS MANNING, "magician moderne," has left *The Chicago Follies* after an 11-week tour and plans to work clubs in Miami and other Southern cities this winter. He is at present in his second week in the Tavern Room of the Mayflower Hotel, Jacksonville, Fla. Says he is the first magician to work close-up in that town.

Florida Tour For Barnett

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Show reorganized during layoff — will remain on road until late December

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WRIGHTSVILLE, Ga., Nov. 21.—Barnett Bros.' Circus, managed by Ray W. Rogers, exhibited here last Saturday and then took a four-day layoff while the show was being reorganized for the annual late Florida tour.

The Barnett show opened in York, S. C., 31 weeks ago and has had a very satisfactory season, according to the management.

Despite very adverse weather conditions in the early spring, show enjoyed prosperity and established a record for playing 88 consecutive stands in Pennsylvania.

Show has been in the Southeast this fall, playing Alabama and two weeks in Northwestern Florida recently. The last 10 days were spent in South and Middle Georgia, where show drew good business when weather permitted.

For the late Florida tour Manager Rogers has reduced show to approximately 100 people and 32 trucks. As usual, the show will remain out until late December, according to present plans. The big top on the winter show is a 60 with three 30-foot middle pieces. Four elephants are carried and the advance remains practically as large.

During the layoff here in Wrightsville, the Rogers sisters, Helene and Flo, and Johnny Kinard, wire act, played three days as an extra added attraction at the Macon Shrine Circus.

Mrs. Josephine Rogers, wife of Manager Rogers, was in a hospital in Savannah for several days for treatment of neuritis.

Principal acts in big show and Side Show will remain unchanged for winter show. Ira Haynes has a band of eight men.

Show makes a jump of nearly 300 miles to open Florida tour at Perry. Motor equipment, top and other equipment is in splendid shape.

Ringling-Barnum Route Book

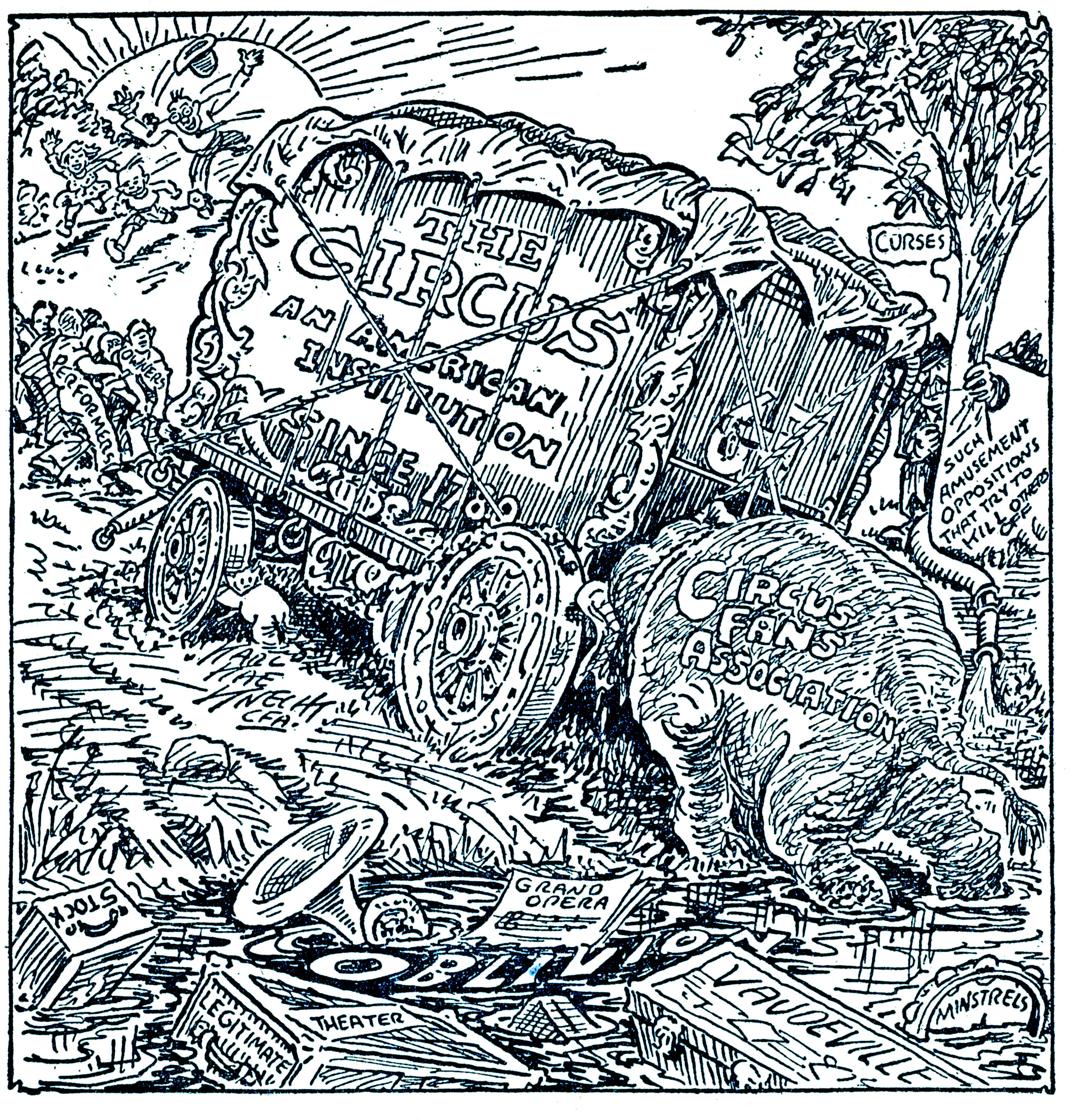
CINCINNATI, Nov. 21.—An interesting book of 70 pages, illustrated, of the Ringling-Barnum Circus 1936 tour, together with itinerary, personnel and program, has been published by Frank J. Mayer. It also contains the routes of the 1933, 1934 and 1935 seasons.

This year's tour opened in New York April 8 and closed at Tampa, Fla., November 11. In 1935 the show opened in New York April 11 and closed at Miami, Fla., November 12. In 1934, opened in New York March 30 and closed at Tampa October 29. In 1933, opened in New York April 8 and closed at Miami October 25.

Statistics of the 1936 tour: Miles traveled, 16,370; length of season, days—218; employees, 1,608; different nationalities in personnel, 49; performances, 394; performances lost, four; New York season, 25 days; one-week stands in Brooklyn, Philadelphia, Boston; nine days in Chicago; three-day stands in Detroit and St. Louis; two-day stands, Washington, Baltimore, Newark, Pittsburgh, Milwaukee, Omaha, Denver, Dallas, Houston, New Orleans, Atlanta; 119 one-day stands; cities visited, 137; capital cities visited, 18; States visited (also District of Columbia), 30; longest run, Great Bend, Kan., to Denver, Colo., 454 miles; shortest run, Detroit from East Warren and Conners to Michigan and Wyoming, 10 miles; next shortest, Albany to Schenectady, 17 miles; railroads used, 40; railroad trains required to transport show, four.

Henry's Best in 10 Years

PORTLAND, Ore., Nov. 21.—J. E. Henry, manager of Henry Bros.' Circus, states that show had the best season in 10 years. It closed here November 7 and is in quarters on Cully boulevard, this city. Was also in Washington and Idaho. Show has six semi-trailers, two Chevrolet trucks, two Dodge and two Studebaker sedans. Big top is a 60 with three 30-foot middles; side show, 40 by 80; snake show, 20 by 30. Thirty-five people were with the circus.



DRAWN by Karl K. Knecht, cartoonist, of The Evansville (Ind.) Courier, and widely known Circus Fan. Reproduced in The Courier August 17 and captioned, Helping To Save It.

Tom Mix Troupers Return to Los Angeles

LOS ANGELES, Nov. 21.—Tom Mix arrived here last week and will be at home in Beverly Hills. Mr. and Mrs. Ted Metz (Ted, manager of Side Show of Mix show) are at the Bristol and plan leaving for trip to the North. William (Red) Lowney, with Ted Metz, is back in town for the winter. Ray and Emily Minton came in Metz's new Packard. Jack Burslem and wife came back in new car, bringing Ed Lyons and John Kodack with them.

Mr. and Mrs. Jim Turney are back with a load of saddles. Mr. and Mrs. Herman Nowlin are back in Los Angeles for the winter. Irma Ward, featured with the Mix show, returned for the winter. Alfredo Codona will winter in Southern California. Mickey McKinley is also here. Mr. and Mrs. Dail Turney are back to "initiate" the newly built home.

Much competition among downtown department stores in providing circus programs that will be presented until close of the holidays. Latest to inaugurate program, the May Company. Has erected in the roof garden big top with two rings, regulation circus blue seats. Capt. Terrell Jacobs with a two-lion act, headed last week's program. Harold Ward, after closing with Mix show, is visiting his mother, Mrs. Mel Smith (Mayme Ward).

Much conjecture as to disposition of Ken Maynard circus property. Stated it was for sale and that a part of it would be taken by an Eastern show.

Louis Borinstein is back in town. He may be with the Barnes show handling seal acts.

Showmen in Hospital

LOS ANGELES, Nov. 21.—Frank (Yorkie) Warren, formerly well known in major circus circles, now confined in Laguna Honda Hospital, San Francisco, writes about several old-time well-known troupers who are confined in that institution.

He named the following: Billie Webb, boss canvasman, crippled in 1914 when center pole fell on him at Deer Lodge, Mont., while with Al G. Barnes; Jack White, animal man, leg amputated above knee, was with Hagenbeck-Wallace; Frenchie Davis, Barnum & Bailey seat man, who uses crutches; Tom Candy, wagon builder, formerly with Al G. Barnes, Foley & Burk and Abner K. Kline shows; Slim Johnson, former circus musician.

Morton Jewelry Recovered

PHILADELPHIA, Nov. 21.—Bob Morton, who was here this week, stated that the jewelry which was stolen from hotel in Toronto recently had been recovered in Providence, R. I., where the thieves had pawned it to a fence there. He will get possession as soon as the trial comes up and he identifies the property.

Stewart Succeeds O'Connell On R-B; Valdo Soon to Europe

SARASOTA, Fla., Nov. 21.—The Ringling Bros. and Barnum & Bailey Circus went into quarters here November 12. The show closed in Tampa Armistice Day, and the four trains were in Sarasota by 8:30 the next morning.

The circus has been unfortunate in the loss of a number of its veteran employees during the past season, notably Frank McIntyre, front door man, and Jack O'Connell, 24-hour man. Orville F. (Curley) Stewart has been appointed by S. W. Gumpertz to succeed O'Connell.

It was announced that Pat Valdo would depart for Europe before December 1 in search of new acts.

Col. Tim McCoy, Western movie idol, left immediately for California and pictures with his Wild West show.

Rudy Rudynoff, horse trainer, will remain at quarters until January, when he departs for indoor engagements in the North.

A number of acrobatic and aerial acts, including the Rooneys, the Wallendas and the Maschinos, will leave shortly for a circus engagement in Cuba.

The Naitto Troupe, wire performers, are planning to spend the winter in Sarasota, as are the Repenskis and Reiffenachs, equestrian troupes; the Otaris, aerial act, and the Anteleks and Uyenos, acrobats.

Charles Sparks, owner of Downie Bros.' Circus, was guest of honor at a dinner given by the Ringling press department at Jacksonville November 8. Roland Butler, general press representative, and his co-workers, Dexter Fellows, Frank Braden and Edward A. Johnson, gave the dinner in celebration of conclusion of the season. Guests included McCoy, Valdo and I. W. Robertson, of the executive staff, and Jacksonville newspaper men.

Poor Season For Joe Webb

•

Undecided as to '37—lost menagerie top, cookhouse —encountered storms

•

CINCINNATI, Nov. 21.—Joe B. Webb, manager of the Joe B. Webb Circus, which closed at Steele, Mo., September 8, states that he is undecided about the show for next year. He adds that the show opened March 17 at Mineral Wells, Tex., to fair business, but a windstorm the first day cost him his menagerie top and cookhouse. From there the show traveled west thru the Panhandle to Farwell, Tex., where it encountered bad wind and dust storms and showed to poor business.

With the show losing money, it invaded Kansas and obtained a little business in that State. It realized a profit across Nebraska and thru the Dakotas it enjoyed good business. Montana was good in some stands and spotty in others. Unit had one good day in two weeks in Idaho.

Returned east thru the same States to just fair business. After concluding season show moved immediately into quarters at St. Louis. Webb infos that the true showmanship and loyalty demonstrated by the folks on the show, despite the unsuccessful season, was something at which to marvel. He adds that they were true friends to the finish.

Russell Adds Horses

ROLLA, Mo., Nov. 21.—The second week after closing finds Russell Bros.' Circus stowed away "in the barn." Winter quarters here were in fine condition upon the show's return from the road, E. K. Webb, who operates the Russell Bros.' Circus farms, having made everything in readiness for the homecoming. Several head of fine horses acquired during the season have been added to the show's stables and will be broken for the ring as soon as the spring training season starts. A dappled dun, purchased in Marlin, Tex., is a particularly handsome specimen.

Additional statistics regarding the 1936 season follow: Number of towns played, 186; classified as to States thus: Texas 40, Illinois 31, Iowa 22, Ohio 21, Michigan 14, Kansas 14, Oklahoma 13, Indiana 9, Missouri 8, Arkansas 8, Nebraska 5, Wisconsin 1; performances given, 373; performances missed, 1; two-day stands, 2 (Columbus, O., and Peoria, Ill.); all others one-day stands; Sunday stands, 11, at two of which afternoon performances only were scheduled; total mileage, 9,637.

The season's itinerary included two Jacksonvilles (Illinois and Texas), two Bellevilles (Illinois and Kansas), two Athenses (Ohio and Texas), two Columbuses (Indiana and Ohio), two Cantons (Ohio and Illinois), two Greenvilles (Ohio and Texas), two Burlingtons (Iowa and Kansas) and two Abilenes (Kansas and Texas).

Riddle To Join Circus

POPLAR BLUFF, Mo., Nov. 21.—Jack Riddle will not take out his unit next season, but will join a circus with his seven acts. Annetta Riddle bought a menage horse and is working it here at the farm. A trailer is being built in which to haul it.

Curly Belton was here last week from Old Mexico. He will handle Riddle's props and rigging next year.

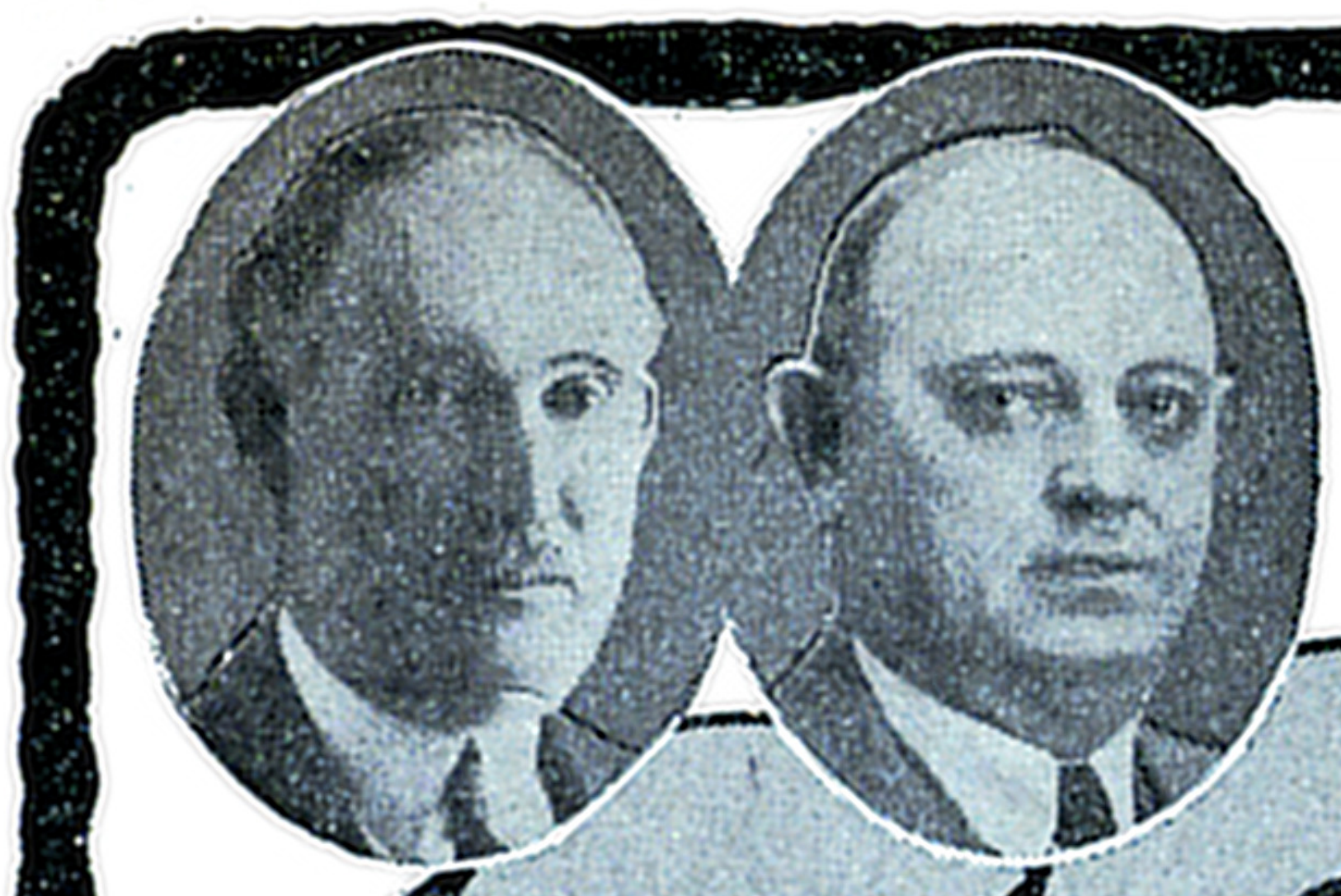
George and Ann Wilson stopped off on their way to St. Louis and spent a day. They have a new car.

Lois, Annetta and Bernice are working out daily on wire as well as rehearsing other acts.

U. S. Printing Co. Obtains Mix Contract

KANSAS CITY, Mo., Nov. 21.—Neal Walter, owner and general manager of the U. S. Printing and Engraving Company, of this city, received contract from Tom Mix Circus to furnish its entire line of advertising and lithographing paper for 1937 season.

This company has been furnishing a big part of the paper for this show for last three years.



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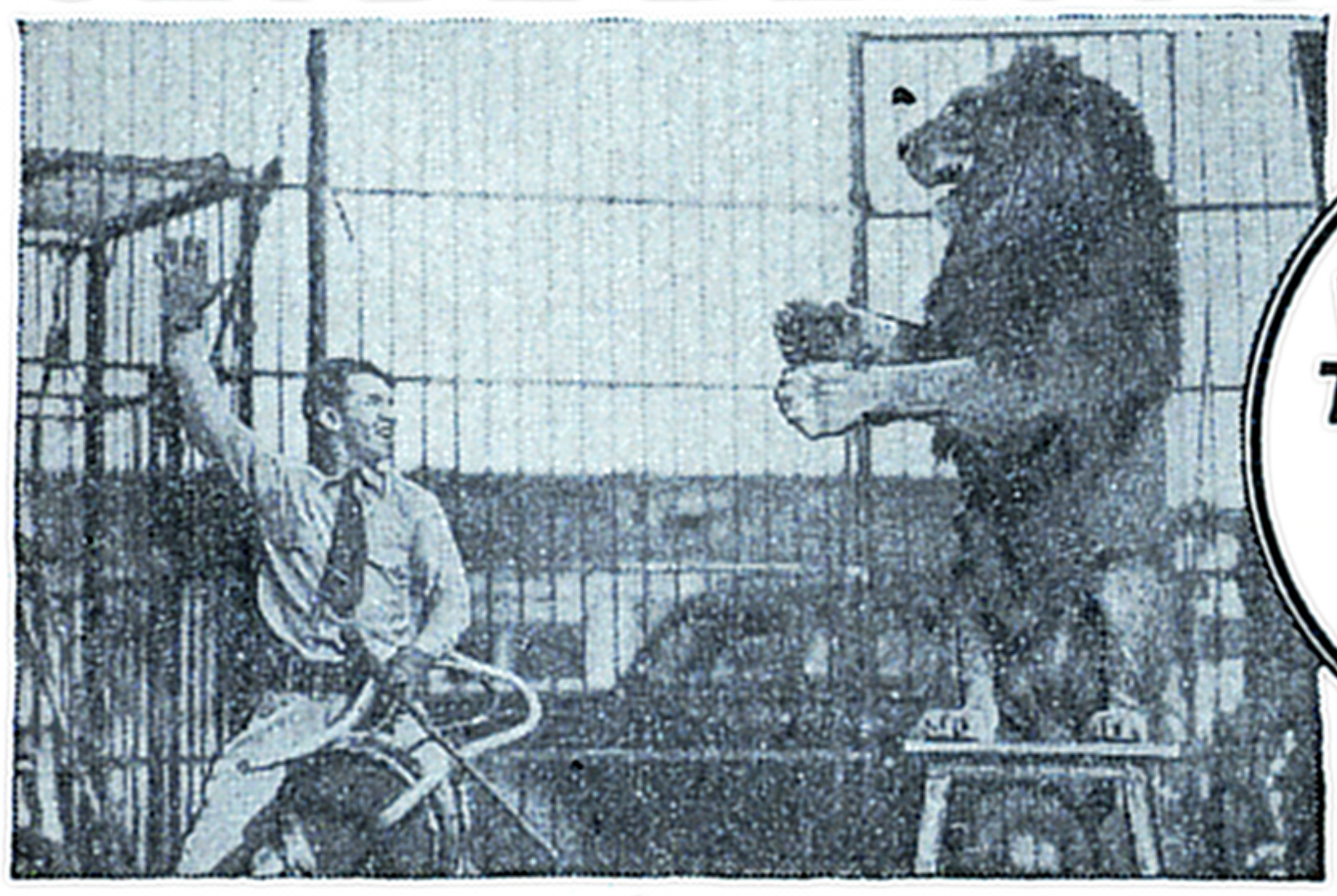

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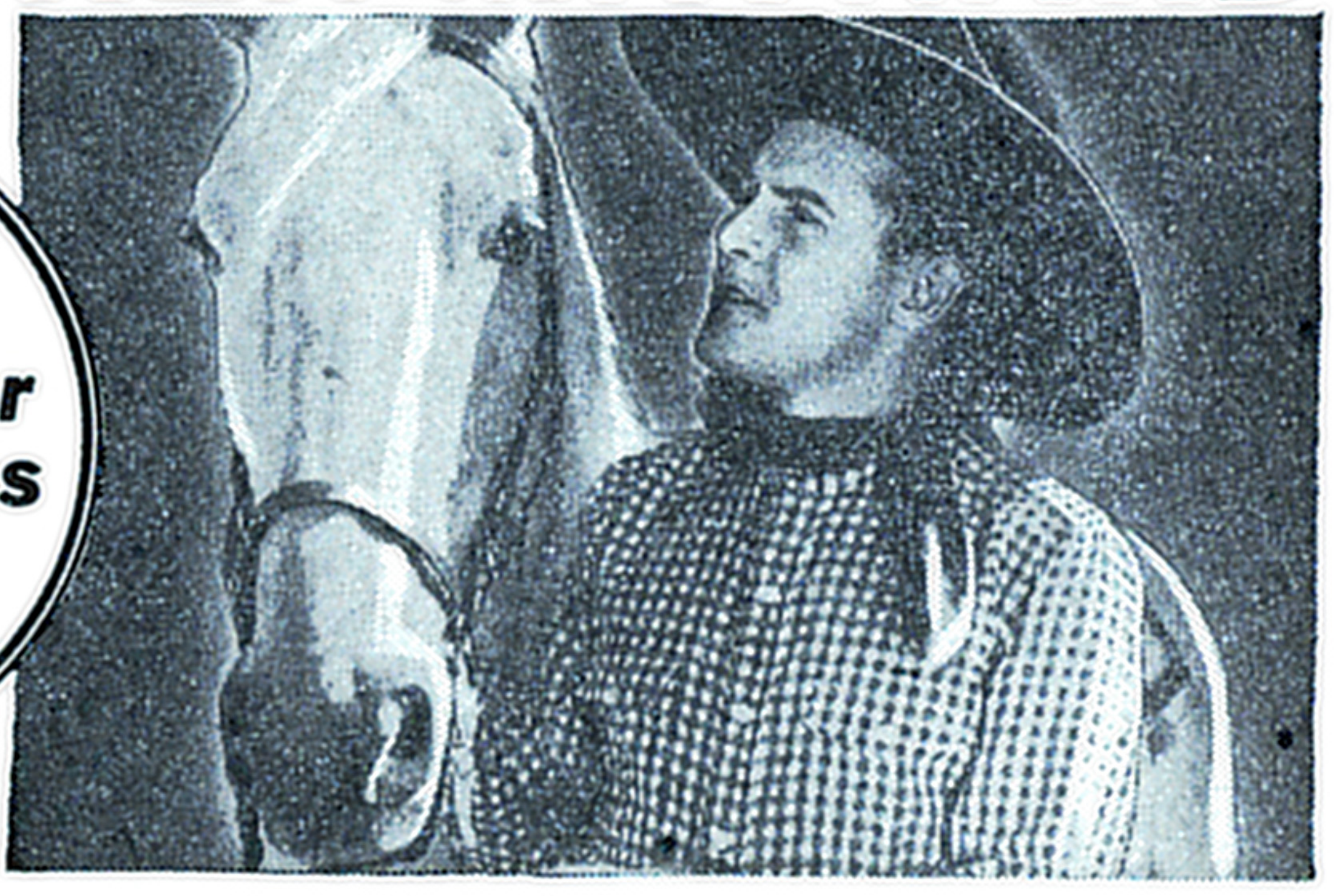

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RUSSELL BROS.
1936 SEASON FOLDERS
Contain the season's route, the program of the show, the staff, the personnel of the circus and other information. Send 25c, stamps or coin. Send three and one-cent stamps. **L. CLAUDE MYERS, Box 137, Caruthersville, Mo.**

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Extra Clear, Postcard Size, Interesting Subjects: 1920 Sells-Floto; 1924-'25-'36 Ringling-Barnum; Old Bridgeport Winterquarters; 1934 H.-W. Parade; 1935-'36 Cole-Beatty Parades; 1936 Mix Circus. Send 20c for samples or stamp for complete list. Novel Circus Wagon Wheel Paperweight, $1 Each. **ROBT. D. GOOD, 27 S. Tenth St., Allentown, Pa.**

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With the Circus Fans

By THE RINGMASTER

CFA,

President,	Secretary,
FRANK H. HARTLESS,	W. M. BUCKINGHAM,
2930 West Lake Street,	Thames Bank,
Chicago, Ill.	Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 21.—Walter M. Buckingham, national CFA secretary, of Norwich, Conn., drove to Paterson, N. J., November 15 and attended the Elks' Circus presented by Frank Wirth. He was joined by Bill Hausberg, of Bloomington; John S. Peatty, of Pompton Lake, and Mr. and Mrs. Joe Minchin, of Paterson. After witnessing a fine show the party all had supper together.

Mr. and Mrs. Karl Kae Knecht, of Evansville, Ind., made the closing of Cole Bros.' Circus at Clarksdale, Miss. Stated the weather was fine and they had a very nice time. Knechts were the only CFA present. Klara Knecht, educational director with the show, came back to Evansville with them.

Burt L. Wilson, Circus Fan, of Chicago, who is on a business trip to the Southwest, caught the Harley-Sadler Society Circus at San Angelo, Tex., November 14. R. M. Harvey is connected with the show. It is playing auditoriums, show running about two hours, with 30 short turns, vaude style.

Fred Schlotzhauer, of Oquawka, Ill., writes that his brother Justus, who was on advance of Russell Bros.' Circus, is now at home there. Fred also states that his home town had two circuses the past season and there were seven different billing crews putting up paper in the town during the season. "Greatest season for circus paper I remember in the history of the town; folks of the community more circus-minded and the community well represented at all nearby performances," adds Fred.

Circus Fan James B. Hoye visited George H. Barlow III at Binghamton, N. Y., on Election night. Barlow introduced him to Circus Fans Barlow Jr. and James Andrews. Hoye spent considerable time in the new Circus Room and also in miniature circus winter quarters, where 50 Barnum & Bailey wagons are being made for exhibition to be staged at time of Pat Valdo meet there.

Frank H. Hartless, while in Cincinnati last Wednesday, visited *The Billboard* office and had quite a chat with the boys.

Downie Has Fine Season

MACON, Ga., Nov. 21.—Stakes were driven in the home lot for Downie Bros.' Circus here last Thursday when the show reached winter quarters after a run of 210 miles from Live Oak, Fla., the closing stand.

Quarters as usual have been established in Central City Park, city-owned park. Charles Sparks, owner of the Downie show, has wintered shows here for more than 20 years. Quarters are provided free by the city.

Show is understood to have had a wonderful season, the banner stand being Pensacola, Fla., where two night performances were given. The season covered a period of 30 weeks.

Rumors of a return to railroad show by Mr. Sparks are current as in former years, but well informed sources say that the Downie show will go out next year motorized as usual. Much new equipment will be added.

A large circus colony has been established in Macon, but scores of performers and other employees left town soon after closing, returning to their homes.

Allen Hauser, former circus equestrian director, who this year has been employed in operating digger concessions at fairs and with carnivals, returned to his first love this week as equestrian director of the Macon Shrine Circus. Hauser was booked to operate the diggers at the indoor event, but was put in charge of the performance at the request of the Shrine committee.

Frank McGuyre, legal adjuster on the Downie show for many seasons, following close of show, left to join the Dan Rice Circus.

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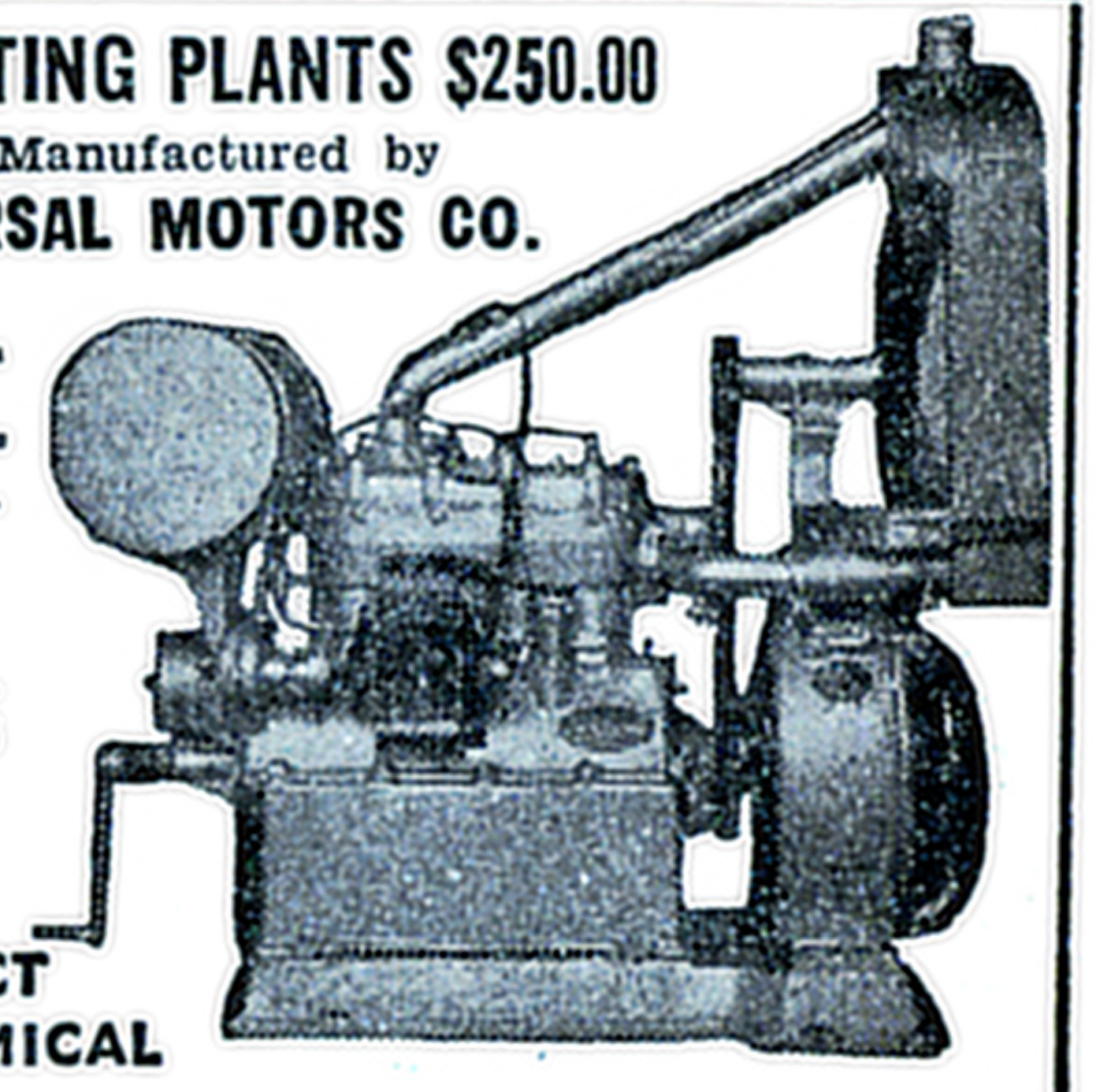

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Under the Marquee

By CIRCUS SOLLY

MISS ORA and Mary and Jay Jee will play the Syracuse Shrine Circus.

JACK WALSH recently closed with Dan Rice Circus and came to Cincinnati.

SARASOTA (FLA.) HERALD issued a circus edition welcoming return of the show.

TWO JIMS—McSorley and Fleming, with Ringling-Barnum Circus, have returned to Cincinnati.

CLARENCE AUSKINGS is now ahead of L. E. Black's comedy bear unit, playing theaters in Indiana.

A large motorized circus is reported taking to rails in 1937.

HEUGHTON AND HEUGHTON are en route to Florida. Played the Valdosta (Ga.) Fair and the Macon Shrine Circus.

ORVILLE SPEER closed as boss canvasman with Memphis Minstrels at Camden, Ark., November 9.

PEWEE writes that he and his dog, Rex, are going over big with Kay Bros.' Circus and at close of season will go to Hollywood to work in pictures.

JAMES SHROPSHIRE, with Lewis Bros.' Circus past season, is now in Cincinnati. He recently had been at Charleston, W. Va.

W. S. HUNT had the concessions at Middletown, N. Y., Elks' Circus and did wonderful business. Many children were at the matinees.

JAMES D. WINNE closed 10 weeks of fair dates with Smith's Superba Band at Rocky Mount, N. C., week of November 2.

MRS. E. DICKENS has been discharged from Sisler Hospital, Tulsa, Okla., and returned to her home in Youngstown, O., with her husband. Will be there until Shrine winter dates.

THOMAS FEEHLY states that the December issue of the *Blue Book* carries a story of Mabel Stark called *The Lion Act*. It deals with two tigers and two lions that she formerly worked.

Here are Solly's wishes for a speedy recovery of Carl Hathaway, general superintendent of Ringling-Barnum Circus.

DOC J. A. BURNS, with Lewis Bros.' Circus the past season, is now exhibiting Reed Moore, human freak, at special events to satisfactory business. Will again be with white tops next year.

J. D. McNEELY, billposter and bannerman for many years with various circuses, recently closed season with Midget Theater on Royal American Shows and will winter in Florida.

CLIFF McDOUGALL flew from Los Angeles to San Francisco for opening of Golden Gate Bridge. Wendy Barrie, George Jessel and the mayor of Los Angeles were with him.

EMMETT KELLY is visiting at Mulberry Grove, Ill. He had a nice season with Cole Bros.' Circus and received much publicity. Will soon leave for the West Coast.

PAULINE KING, with Seils-Sterling Circus past season, will remain at home, 99 College street, Buffalo, N. Y., for at least two months, due to illness. Letters from friends will be appreciated.

BOB HALLOCK and wife are doing promotions at Clinton, Ind., and Jack McFarland and wife at Martinsville, all ahead of Harry Haag's Indoor Circus. McFarland was 24-hour man for Seils-Sterling Circus.

JACK X. VAN BUREN (Electro Ray), working windows of chain stores with his human robot act, has completed a tour of McCrory stores in Pennsylvania. Opened Ohio tour at Sears-Roebuck store, Youngstown, last week.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

BETTY WEBB and sister, Wilma, of Joe B. Webb Circus, left Kansas City November 11 to start an extended tour over the Cushman Time, doing modernistic dances and presenting their Canadian Collies.

WHITEY HARRIS, clown policeman, has been confined to Receiving Hospital, Detroit, Mich., for ruptured appendix, but expects to be home at 12823 Alcoy avenue, Detroit, in a few days. Will appreciate word from friends.

LAWRENCE CROSS closed November 7 with Barney Bros.' Circus at Blythe, Calif., and opened a week later at a department store, his fourth Christmas season there. Will return to Barney show next season.

C. M. HIBBARD, of Sturgis, Mich., formerly of the Ringling shows, and Claveren Bawden recently attended indoor circus and high-school entertainment. Program was arranged by Johnnie Walker, who acted as emsee.

A tough break for Ray Marsh Brydon, owner of Dan Rice Circus, when he recently lost truck, trailer and two light plants—new equipment—by fire. A loss which he felt more—the two employees who were burned to death.

BUSINESS is good for Preacher West's unit playing houses in East Texas and Louisiana. Show consists of 14 people, including eight-piece band and has a truck and light plant. Showed to better than 2,000 people in Mineola, Tex.

W. K. WARNER, with Clyde Ingalls' Side Show and who has been reengaged next season, was tendered a reception on his return to Atlantic City November 14 by many friends. Frank B. Hubin was toastmaster.

HARRY LaPEARL and wife were at the Elks' Circus, Middletown, N. Y., and in Paterson, N. J., for the Elks, last-named show produced by Frank Wirth. Will also be at Shrine Circus, Syracuse, N. Y., for Wirth.

THOMAS HAYDEN, clown cop. who was with Conroy Bros.' Show, has a vaude unit on road, Cowan's Musical Clowns, featuring the Magnuson ork. Opened at Huntertown, Ind., November 13.

FLOYD KING was on the West Coast last week for several days on business for Cole Bros.-Clyde Beatty Circus in connection with Ken Maynard, one of the show's features for coming season. He left November 18 for winter quarters at Rochester, Ind.

MR. AND MRS. MARION WALLICK have returned to their home in Dover, O., after completing a successful season with Russell Bros.' Circus. Wallick plans to reopen his dance school in that city and continue with his amateur shows.

JOE SHORT, midget clown with the Cole Bros.-Clyde Beatty Circus last season, is in New York for a Christmas date at Wanamaker's annual kiddie circus. Harry Fisher, clown cop, was temporarily released from the local WPA Circus unit to fill in on the same date.

Circus day is a festive holiday and visitors to the big top sometimes are charged up. So use tact and diplomacy. Not necessary to want to battle because a customer speaks out of turn.

PROF. WALTER B. LEONARD and wife are now in Florida. En route they visited Charles Bernard at Savannah, Ga. They saw Ringling-Barnum Circus at Tampa and were entertained by the Valdos. Visited with Micky Graves and wife, Clyde Ingalls, Merle Evans and others.

M. J. DRESSEN has closed contract with the Feibleman Sears store, New Orleans, to furnish attraction in its Toyland from November 27-December 24. O. W. Courtney has been added to Dressen's Circus Capers, doing three acts. He jumped from Chicago to Mobile, Ala., to join unit.

CHARLES R. HALL, manager of Hall's Trained Animal Circus and Menagerie, states that show, which opened April 1, went into quarters at Macon, Ga., November 10. It was in 12 States and had a very good season. Repairing and painting has started. Show will open early in March.

WALTER RAY is still in the Pittsburgh General Hospital, Ward A, Mayview, Pa., and will probably remain there until early spring. Letters from friends will be appreciated. Ray was on the No. 2 car of Ringling-Barnum in 1935, but due to illness was unable to return this season.

TILLIE, Myrtle and Jennie, three elephants owned by Mr. and Mrs. Louis E. Reed, help Reed till the soil on his farm at Ghent in Columbia County, N. Y. The bulls spend autumn and winter on the farm between theatrical and circus engagements and Reed finds them handy in the heavy field chores.

Zack Terrell, associate owner of Cole Bros.' Circus, says he can always tell how much his circus is going to do in any town in the United States or Canada. But not until 10:30 p.m. show day.

HAZEL WILLIAMS, Dagmar the magician, Mighty Andy, Little Tommy Little, Billy Rice and Soldier Meyers are appearing in Hearn's department store's annual Christmas Toyland Fair in New York. Event opened to the kiddie trade November 14 and will continue until Christmas.

THREE CHESTERS, wire act, past season with Lewis Bros.' Circus, while playing at Club Circus, Mansfield, O., were guests of Tommy and Ella Butler, who had the light plant two seasons ago with same show. Miss Butler, struck by a train last May, is getting along fine. At one time she was one of the Four Clifton Girls. Tommy Butler is projectionist at Ritz Theater, Mansfield.

HAL SILVER, who has signed with Al G. Barnes Circus, states that his act will be featured and will receive special billing, also that he is adding several difficult feats, including a feet-to-feet somersault and a new routine with a unicycle on wire. He has been playing vaude dates on the Coast since closing of the circus. Silver has purchased a new car and is leaving to fill several weeks of Eastern vaude engagements.

DOC WADDELL informs that in his "peoples-circus church" at Chillicothe, O., he held memorial service for Harry Walters, well-known concessioner and partner of Dode Fisk in small amusement units. Says Waddell: "Harry Walters was a splendid example of son to, and for, his mother. He sacrificed, he did everything possible for her; he gave his life for she who bore him. 'Mother' Walters is rich in her boy's great love."

MILTON C. HICKMAN built a miniature circus for the Teddy Rough Rider Post No. 516 of American Legion which was entered in parade of California State Convention and which won first prize for most novel entry. Had it on exhibition on Hollywood boulevard before and after parade and thousands of people saw it. Hickman is owner of the circus. He has a 10-day show at Shrine Auditorium, Los Angeles, starting November 28.

The circus is a highly complicated business. There is nothing else in the world just like it. But the first thing to learn is to attend strictly to your own duties and not worry about the other fellow.

SEVERAL standard circus acts are with *Circue de Paree* unit, now playing major film and vaude houses in Ohio. Top billing is given Mlle. Mazone, who presents a number, "The Bridge of the Lions," in a cage with several trained beasts in charge of Noble Hammett. Billy Carr is equestrian director. Other acts are Larimer and Hudson, cyclists; Six Saxonettes, tumblers; Florence Hin Low, acrobat; Correau troupe; the Trio Byron, comics; Violette Rooks, Vern Correau and a chorus of 16.

R. S. METTLER, wife and little Gene and George Mettler, of Mettler's Banda Familia, caught Kay Bros.' Circus at Monroe, N. C., and were entertained by Mr. and Mrs. Si Kitchie and other friends on the show. They especially enjoyed performance of Miss Bookman, little daughter of Mr. and Mrs. William Bookman. The Romig and Rooney act had just joined, but did not work that evening. Pleasing program moves smoothy and show has a fast, snappy band.

THE HUMANE SIDE of the late Harry H. Tammen is revealed in the following story often told by Herbert S. Maddy: There was an old three-legged dog running around the streets of Denver, Colo. It attracted the attention of Tammen, who often said to himself that this poor creature should be well fed and have a home. Tammen made friends with the animal and looked after its welfare, all the time figuring on its future. One day he decided that this canine would make the nucleus of a circus and around this homeless crippled dog he built the Sells-Floto Circus.

Idaho Good for Polack

POCATELLO, Ida., Nov. 21.—Polack Bros.' Circus has closed three successful weeks in Idaho. Pocatello, the last stand, was under auspices of the Shrine. Duke Mills, promotional director here, is to be congratulated on the unique manner he put over the sale of tickets.

Word has been received from Chicago of the death of Gus Larson, former equestrian director of the show. Death was due to a heart attack.

T. Dwight Pepple, general agent, promises an interesting route for 1937, beginning early in January, taking in all the metropolitan cities of the Pacific Coast.

Managers I. J. Polack and Louis Stern predict more mileage and larger cities the coming season.

C. (Skinny) Dawson, in charge of advance advertising, is looking forward to the Christmas holidays so he may visit the boys on the Coast, reports Don La-Vola.

Syracuse Briefs

SYRACUSE, Nov. 21.—Robert Roney, Ira Dibble, William Suggs and Franklin D. Smigelsky are planning a one-ring show to go under canvas in June playing under Masonic auspices.

Shackles, Whitey Rogers and Mike Reed, from Strates Shows, are appearing at Prison Cafe, a night club.

Lots of night club business, with Dick Kratz, Pat Grande, Izzie Cohen and Eddie Fonda competing for booking business.

John Van Arnam home for football season, scouting for Syracuse University, then returns to his Uncle Ezra show in Florida.

Lots of paper on boards and in windows for Shrine Circus, Frank Wirth producer.

Joan Smiley is night club sensation here. She is entertaining her parents, circus performers.

SWING INTO ACTION WITH AN OUTSTANDING ATTRACTION.
Now Booking 1937 Fairs, Parks and Indoor Circuses.
4 SENSATIONAL WISHARDS
Somersaulting Aerialists in a Most Sensational and Risky Performance—Also Comedy, Blends with Suspense.
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CIRCUS ACTS
AT LIBERTY
Single Elephant Act, 5 African Lions with Arena and Props. Can be used for promotion of a "Jungle Wedding" or "Wedding in the Lion's Den." Menage Horse, 5 Shetland Pony Drill, Goat Act, Leaping Greyhound Act, 6 Spitz Dog Act, Trick and Talking Horse Act, Bareback Riding Act, finishing with Comedy Mechanical Riding Act, Bucking Mule. Can furnish complete Circus Unit for Indoor Dates or any part of same. Address GEORGE BARTON, Box 277, Poplar Bluff, Mo.

TAN ARAKI LEFT
Mighty Haag Show
Owing to condition of his limbs, which had been giving him trouble for past year, he left show at Catherine, Ala., to have medical attention at Montgomery, Ala. MRS. E. HAAG.

15 Years Ago

(From The Billboard Dated
November 19, 1921)

Little Gracie Hanneford, daughter of Poodles Hanneford, had her first birthday party on Sells-Floto lot at San Francisco October 9. . . . Charles B. Paul was a visitor to the Chicago office of *The Billboard*. He had just closed his third season with Myhre's Great Eastern Circus. . . . The advance force of Wheeler Bros.' Shows closed November 5 at Watonga, Okla. Al Hicks, general agent; Josh Billings, contracting agent; S. Beall and Ed Leis, billposters; Hardey Watts, lithographer, comprised the personnel.

S. W. Gumpertz concluded arrangements with the Hagenbeck Brothers, of Hamburg, Germany, for one of the largest and most complete animal shows in the world, to be opened on the site of the old Bostock Animal Arena at Dreamland, Coney Island, on or about April 1, 1922. The show, consisting of a strange and varied collection of animals, will be closely modeled after the Hagenbeck display at the Olympia in London

(See 15 YEARS AGO on page 93)

Arrivals at Macon, Ga.

MACON, Ga., Nov. 21.—New arrivals at the show center here are Dinty Moore and wife; Allen Hauser and Ralph Morroco, of Dinty Moore Enterprises; Larry Davis and wife, of Ringling-Barnum; Joe Lewis, of Cole Bros., on way to Tampa; Jimmy Salter, of Milledgeville, Ga.; Dick Scatterday, who will leave shortly for Chicago; Robert Barrett, Jimmy Beach and Frank Satario, of Famous Robbins; Joe End, with doll concession at Shrine Circus. Joe Gilligan and Isabelle and S. Roberts and wife have gone to Jenson, Fla.; Everett Bridgeman, home to Arcadia, S. C.

The circus folks at Central Hotel went to Jackson, Ga., this week to see Kay Bros.' Circus.

Capacity at Paterson Show

PATERSON, N. J., Nov. 21.—During the week of November 9 Frank Wirth produced his indoor circus here under the auspices of the Elks. Capacity business at all performances.

Show opened with tournament. Acts were Three Sailors, Aunt Jemima and her Pancakes, LaFavour and partner, Minerva, Aerial Smiths, Ethelda, Seven Avallons, Great Curran; elephants, featuring "Babe," pole-walking elephant, trained by Capt. Joe Hanson; Mlle. Ora, Bella Donna with her golden horse and golden statues, Hai Wong Troupe; Hanneford Family, featuring Poodles Hanneford; Emile Pallenberg's bears, Bob Eugene Troupe, the Saytons, Dog and Pony Act, Torelli Sisters, Liazeed Arabian Troupe, Seven Dubuskys, Five Longfords; clowns, Teddy Randow, Andy Williams, Nat Greeley, Teddy Booth, Gene Randow, Billy DsFor, Spuds and Onions, Frank Prevost, Artie Powell, Harry LaPearl, Hip Raymond and Nuts Grogan.

The show was visited by Bob Morton, Welby Cook, Hazel Williams, Mickey King, the Danwills, May Wirth, Laddie Lamont and Alf T. Wilton.

HARRY VAN CAMPEN, bareback bronk rider, who suffered a broken arm at the Boston Rodeo, announces that during the last five years he has sustained six other arm fractures. One of these accidents occurred in Cleveland last spring and after getting the arm encased in splints Van Campen rode every day.

ONE JUMP AHEAD!

A number of customers have already sent in lists of second-hand tents wanted next spring to open—Tell us to watch for bargains and have ready for them.

Looks to us like a smart trick!

What do YOU think?

WRITE—WIRE—PHONE

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EASTERN REPRESENTATIVE — A. E. CAMPFIELD, 152 W. 42d St., New York City

Dexter Fellows (CSSCA) Tent Tattles

By FRED PITZER

NEW YORK, Nov. 21.—There is no better thing we can do for a Christmas number than surrender our column to Colonel Linard Jones, a courageous youngster, making a great fight against big odds. In his cry of "Hey, Rube!" we feel sure that God will hear and help. The show mentioned and the personnel talked about is imaginative but mighty real to this brave little showman, who is only 12 years of age. With him, God willing, the show must go on!

UMATILLA, Fla.,
October 18, 1936.

Dear Mr. Pitzer:

Thank you lots for your nice letter of September 11. I never know how quickly my letters can be answered, so please, now and in the future, excuse me if I am late in replying. My secretaries do the best they can, but they are not always prompt.

Yes, Mr. Hanson is a fine chap. He is boss lithographer on our No. 1 car, and his last letter carried a picture of it. Have been unable to answer so far, but today is Sunday, so my office staff might decide to do a lot of work.

Colonel Linard Jones' Colossal Circus G'Lux is going to be the cleanest show of all time. Colonel William Wetmore, of Washington, D. C., will be chief of detectives and his force will keep eagle eyes upon all that goes on around our show. Leonard Traube, general press representative, will run special stories and advertisements warning all gamblers and crooks to stay away. Melvin D. Hildreth, general attorney, and his staff will always be ready to prosecute any offender. Caspian Hale, an officer in the BPO Elks' Grand Lodge and a member of the board of directors of Harry-Anna Home, will be manager of the Side Show and it will put all others to shame. It will carry the biggest band ever known with a kid show. All musical numbers will be censored and no tune with a suggestive title can be played. Our show is going to be that clean.

I will send you the entire roster as soon as I can have it typed. S. L. Cronin will be superintendent of tickets; Governor Sholtz will be in the purple wagon; Governor Kump (W. Va.) in the white one, and Governor Davey (Ohio) on the tax box; Courtney Ryley Cooper will be boss "bull" man; Charles Sparks, treasurer; Frank Braden, general foreign representative.

Here in Harry-Anna Home we are taught to love God, the United States and each other. We have Jews, Catholics and Protestants and we respect the religion of each one. We are all trying to go to heaven and it really doesn't matter which route we take if we are worthy of traveling any of the roads. We always say our prayers, and I am sure that others also mention us when talking to the Supreme Being, because we really "get along."

Will be glad for you to write up my show in your column any time you like. Frank Baldwin wrote "Bojo" some time ago that Lowell Thomas would have a surprise for us here—we've listened, but so far have heard nothing over the radio. Haven't heard from Mr. Baldwin for some time. Chalmers Pancoast wrote me once. Perhaps he was disappointed in my reply and won't write any more. I'm surely sorry, because I don't like to lose friends once I get them.

Harper Joy sent me a package of newspaper stories a few days ago. He will be the representative on the Pacific Coast for our show. Mrs. Cronin sent him his card some time ago.

"Bojo," my "personal representative," is back in Altoona now and comes to see me more often. While he was away someone stole his dog and he is very lonesome without Tech. (His full name was Technocracy.)

Hope you will write to me real soon, and please don't mind if I don't answer right away; just keep on writing, I'll answer some time.

With all best wishes to you and all my friends up there, I am,

Faithfully your friend,
COL. LINARD JONES.

(The Colonel has been at the Harry-Anna Home since November 6, 1933.)

Jay Gould Enlarging

GLENCE, Minn., Nov. 21.—Jay Gould's Million-Dollar Spectacle Shows, motorized, recently closed a most successful season of 21 weeks in this State and will enlarge for next year. Gould will carry a line of circus acts [illegible] revue and expects to add five Mack trucks to present equipment. In addition he will have a midway of shows, rides and concessions.

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DAN RICE CIRCUS WANTS

TO BUY Show Property in good shape and suitable for a Motorized Circus. WANT Animals, Camels, Sacred Oxen, Llamas, a Zebra, Reindeer; any hay-eating animal. Also Cat Animals, Bears, Water Buffalo. Want a Steam Calliope, set of Electric DEAGAN Chimes or Bells. SMALL CROSS CAGES, Miniature Band Wagon; any Small Circus Wagons or Cages. State price on all, where it can be seen and age.

WANT TO BUY—Menage Horses, Football Ponies, Leaping Grey Hounds

CAN PLACE FOR BALANCE of this season (which will be plenty long yet) Circus Acts of all kinds, Musicians, all Instruments, make your salary low for a winter time show. We feed the best, furnish gas and oil for cars. Acts joining now will be used next season at regular circus salaries. Would like to contract now for next year big time Circus Features, an Oriental Troupe, Big Family Act doing two or more feature turns. ALSO WANT A SENSATIONAL FREE ACT to feature on lot twice a day. All reply to **RAY MARSH BRYDON, DAN RICE CIRCUS,** as per route: AMITE, LA., November 25; CLINTON, LA., November 26; ST. FRANCISVILLE, LA., November 27; DENHAM SPRINGS, LA., November 28; NEW ROADS, LA., November 29.

GAINESVILLE, FLA., FAIR

TEN DAYS — DECEMBER 3 TO 12.

Want Shows owned or operated by Disabled Veterans exempt from tax; also Rides and All Kinds of Concessions; followed by four weeks on different lots in Orlando, Fla., for best auspices. Want Ten Free Acts, winter salary for midway. Free Circus organizing at Gainesville for best Florida spots. Address **TOM AITON, Gainesville, Fla.**

The Corral

By ROWDY WADDY

JACK WRIGHT is staging some contract shows in Alabama and Louisiana this winter. Bill and Mary Parks joined him at the close of the Chicago Rodeo.

AFTER his successful appearance at the Garden Rodeo, Ted Allen, champion cowboy horseshoe pitcher, is playing a 10 weeks' vaudeville engagement in Eastern cities.

BOB FOLLETTE'S Rodeo at his home town, Bennettsville, S. C., recently was such a success that Follette has decided to put on several more events in neighboring cities.

BILLY KEEN, who contested at the Garden Rodeo recently, is putting the finishing touches on a Roman, standing-jumping team of gray horses, at Goldie Butner's dude ranch near Highland, N. Y. For several years Billy has been a mounted policeman at the Walkhill (N. Y.) model prison.

HOWARD HARRIS, Eastern representative of the Rodeo Association of America, made a quick trip by plane from Newark (N. J.) airport to Cheyenne, Wyo., last week to visit his Western stock-buyer, J. W. Meadows, who suffered two broken arms and a fractured shoulder when he attempted to break a large range mule to halter. Harris spent one day with Meadows before returning to his Jersey home.

MONTE REGER, of Buffalo, Okla., whose long-horned trained steer "Bobby" is well known to Rodeo folks, is directing a "Kiddie Rodeo" in which his three children, Dixie, Virginia and Buddy, are the principals. The children have three black and white spotted ponies and a midget mule and will be seen in action at the larger rodeos the coming season.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

AFTER a successful run of 25 rodeos, which took them thru Montana, Utah, Idaho, Washington, Oregon, Arizona and California, Montie Montana and the missus together with their young son are now in Palm Springs, Calif., where they will spend the winter. Montana infos that he is conducting riding and roping classes for the guests of the Desert Inn Hotel there. Jackie Cooper and Shirley Temple are among his pupils. He says he plans to break in four new Pinto horses as a special feature act for presentation at rodeos next season.

FRED S. McCARGER, secretary of the Rodeo Association of America, visited with members of the Sidney (Ia.) Rodeo Association last Sunday while transacting business in the Middle West. Leaving Salinas, Calif., by plane, McCargar flew to Reno, where plans were outlined for the coming Rodeo Association convention; on to Minneapolis, then to his old home at Montevideo, Minn. Following the visit with the Sidney rodeo committee the flying secretary was motored to the Omaha municipal airport by Dr. Ralph Lovelady and J. C. Howe, where he caught a midnight transport plane for Los Angeles.

JOE DALY promoted the second annual Powwow and Cowboy Dance at the Delano Hotel in New York City November 7. Range Riders were represented by 20 members, and 35 other cowhands attended. Four members of the Canadian Royal Mounted Police, in town for the National Horse Show, and "Prairie Lillie" Allen were special guests. Others attending the festivities included Bronko Charles Miller, Charlie Aldridge, Bill Watson, Ray Keenan, Tony Orlando, Colonel Fred Cardway, Alex Thormsen, Fay Ward, Earle and Anna May, Texas Buck Taylor, Texas Steve Sabina, Pete Whitecloud, Chief Little Moose, Chief Swift Eagle, Tex Walker, Vint Bedell, Bob Abrocombie, Buck Barbour and Bill Cronk.

BOSTON — Day money and final winners of Colonel W. T. Johnson's World's Championship Rodeo at the Boston Garden (day money tabulations being for the concluding days). Results are for evening contests unless otherwise stated. Bareback Bronk Riding — Second day (Friday and Saturday matinee and night), Hoyt Hefner, $137.50; Eddie Curtis, $82.50; Frank Finley, $55. Third day (Sunday matinee and night and Monday night), Paul Carney, $92.50; Frank Finley, $55; Jim Whiteman, $35. Fourth day (Monday and Tuesday), Hughie Long, $92.50; Clinton Booth, $55; Johnnie Williams, $35. Fifth day (Wednesday matinee and night), Eddie Curtis, $92.50; Hoytt Hefner, and Frank Finley split second and third, $43.75 each. Steer Wrestling—First day (Tuesday, Wednesday and Thursday), Hugh Bennett (7 3-5 seconds), $135; Everett Bowman (8 1-5), $112.50; Jimmie Nesbitt (9 4-5), $90; Howard McCrorey (10 4-5), $67.50. Second day (Friday and Saturday matinee and night), Joe Welsh (6 4-5), $135; Rusty McGinty (7 4-5), $112.50; Hub Whiteman (8 3-5), $90; Dick Anderton (9 1-5), $67.50. Third day (Sunday matinee and night and Monday night), Hugh Bennett (6 3-5), $135; Rube Roberts (10), $112.50; Everett Bowman, Jimmie Nesbitt and Rusty McGinty split third and fourth (11 1-5), $52.50 each Fourth day (Tuesday night and Wednesday matinee and night), Jimmie Nesbitt (7 2-5), $135; Rusty McGinty (8 4-5), $112.50; Howard McCrorey (10), $90; Tom Breeden (11 1-5), $67.50. Cowboys' Bronk Riding—(Friday night and Saturday matinee and night), Turk Greenough, $90; Jackie Cooper, $75; Burel Mulkey, $52.50; Hub Whiteman, $47.50; Eddie Woods, $35; Eddie Curtis, $20; Pete Knight, $15. Third day (Saturday night and Sunday matinee), Turk Greenough, $90; Pete Knight, $75; Melvin Tivis and Herman Linder split third and fourth, $55 each; Hub Whiteman, $35; Paul Carney, $20; Eddie Woods, $15. Fourth day (Monday and Tuesday), Eddie Woods, $90; Pete Knight, $75; Melvin Tivis, $62.50; Herman Linder, $47.50; Eddie Curtis, $35. Fifth day (Tuesday night and Wednesday matinee), Jackie Cooper, $90; Clinton Booth, $75; Eddie Curtis, $62.50; Turk Greenough, $47.50; Bart Clennon, $35; Hub Whiteman, $20; Eddie Wood, $15. Sixth day (Wednesday), Eddie Curtis, $45; Hub Whiteman, $37.50; Eddie Wood, $31.25; Turk Greenough, $17.50; Jackie Cooper, $10. Steer Riding—Second day (Thursday and Friday), Paul Carney, $80; Dick Griffith, $65; Hoytt Hefner, $47.50; Jimmie McGee, $32.50. Third day (Saturday matinee and night), Johnny Williams, $80; Melvin Harper, $65; Eddie Woods, $47.50; Joe Orr, $32.50. Fourth day (Sunday matinee and night), Eddie Woods, $80; Melvin Harper, $65; Jim Whiteman, $47.50; Carl Dykes, $35.50. Fifth day (Monday and Tuesday), Jimmie McGee, $80; Eddie Woods, $65; Eddie Curtis, $47.50; Carl Dykes, $32.50. Sixth day (Wednesday matinee and night), Eddie Woods, $80; Eddie Curtis and Hughie Long split second and third, $56.25 each; Jim Whiteman, $32.50. Calf Roping—Second day (Friday night and Saturday matinee and night), Sunny Hancock (21 4-5), $135; Howard Westfall (25 4-5), $112.50; Dick Truitt (26 4-5), $90; E. Pardee (27 1-5), $67.50. Third day (Sunday matinee and night and Monday), Everett Bowman (19 3-5), $135; Roy Matthews (21 1-5), $112.50; Bob Crosby (23 4-5), $90; Carl Shepard (25), $67.50. Fourth day (Tuesday and Wednesday matinee and night), Herb Meyers (17 2-5), $135; Dick Truitt (22 4-5), $112.50; Carl Shepard (24 2-5), $90; Joe Welsh (34 4-5), $67.50. Cowgirls' Bronk Riding—Third day (Friday night and Saturday matinee), Grace White, $81.25; Rose Herlin, $65; Vivian White, $47.50; Fannie Nielson, $32.50. Fourth day (Saturday night and Sunday matinee), Mildred Mix Horner, $81.25; Vivian White and Violet Clement split second and third, $66.25 each; Alice Greenough, $32.50. Fifth day (Sunday and Monday), Alice Greenough, $122.50; Mildred Mix Horner, $97.50; Ruth Wood, $70; Fannie Nielson and Violet Clement split fourth, $23.75 each. Sixth day (Wednesday matinee and night), Grace White, $81.25; Vivian White, $65; Ruth Wood, $47.50; Mildred Mix Horner, $32.50. Wild Cow Milking—Friday, Howard Westfall (55), $35; Maynard Gaylor (70 1-5), $25. Saturday matinee, Jake McClure (46 2-5), $35; Ralph Bennett (52 1-5), $25; Hugh Bennett (55 2-5), $15. Saturday, Joe Welsh (29 4-5), $35; Hugh Bennett (41 3-5), $25; Clinton Booth (52 4-5), $15. Sunday matinee, Sunny Hancock (29), $35; Dick Truitt (37), $25; Earl Moore (41), $15. Sunday, Carl Shepard (46 2-5), $35; Ralph Bennett (49 1-5), $25; Roy Matthews (61 2-5), $15. Monday, Sunny Hancock (31 1-5), $35; Joe Welsh (33 3-5), $25. Tuesday, Dick Truitt (35 3-5), $35; Maynard Gaylor (39 4-5), $25; Sunny Hancock, $15. Wednesday matinee, Howard Westfall (35), $35; Johnnie McEntire (43), $25. Wednesday, Howard Westfall (52 2-5), $35; Johnnie McEntire, $25. Final Winners and Awards: Cowboys' Bronk Riding—Turk Greenough, hand-tooled saddle donated by S. D. Myers. Cowgirls' Bronk Riding—Alice Greenough, hand-tooled saddle donated by S. D. Myers; special outfit of clothes from Ben the Tailor; saddle blanket presented by Jack Brown. Calf Roping—Dick Truitt (103 4-5 seconds, average for four calves), $300 and $150 gold stop watch donated by the Plymouth Cordage Company. Steer Wrestling—Hugh Bennett and Jimmy Nesbitt tied (40 2-5 seconds, average for four steers), $250 each; saddles donated by Colonel W. T. Johnson. Bareback Bronk Riding—Paul Carney. Steer Riding—Carl Dykes. Bob Crosby, one of the judges, lost $300 in cash and a hand-tooled saddle in the calf roping contest, when both his tries failed to find their way around the calf's neck. Pete Knight, in second place in the bronk riding contest, had a good possibility of beating out Turk Greenough until he was unexpectedly bucked from Floating Power. With that toss, went all hopes of winning. Championships and prizes were awarded by Walter A. Brown, assistant general manager and son of George V. Brown, general manager of the Boston Garden, and Colonel Johnson, just prior to the last event. Herman Linder was disqualified in the championship average consideration when, during the Wednesday matinee performance, he lost a stirrup. A broken right hand, sustained when he struck it against a chute on the previous Tuesday night, forced him to quit the day money competition. Jackie Cooper came close to being killed in the chute Wednesday night when his saddle bronk, Sing Sing, went berserk and backed into his stall, squirming and bucking, and virtually squashing Cooper. Hoytt Hefner Wednesday evening sustained a fractured wrist, when, after finishing his bareback bronk ride on Corkscrew, he fell heavily to the ground.

BOSTON — Complete list of major accidents to cowboys and cowgirls during the varied events of Colonel William T. Johnson's nine-day Rodeo at the Boston Garden. Patients treated by Dr. Patrick J. Mahoney, Boston Garden medico, follow: Tad Lucas, sprained left knee; Rose Smith, concussion of the brain, back sprain and fractured metacarpal; Louis Tindall, contusion right thigh and laceration; Dick Anderson, evulsion finger nail; David Longericker, back sprain and fractured left toe; John Jordan, fractured metacarpal; Ruth Roberts, evulsion finger nail; George Conwell, contusion back muscles; Harry Davis, internal knee joint injury; Harry Van Campen, dislocated right shoulder and fractured forearm; Hike Wolrich, sprained right wrist; Blackie Russell, fractured left toe and knee injuries; Speedy Dinsmore, sprained wrist and chip fracture; John Beasley, chip fracture right wrist, concussion of the brain and back sprain; Pete Kerscher, fractured toe; Bob Matthews, sprained right ankle; Buel Johnson, fractured rib, internal knee joint injury and sprained right wrist; Jonas DeArman, fractured finger; Red Yale, leg abrasion; Tommy Horner, internal injury knee joint; Rusty Vaughn, back sprain and concussion of the spinal cord; Everett Bowman, sprained right ankle; Paul Carney, concussion of the brain; Jimmie McGee, bone bruise finger; Jim Whiteman, sprained back and wrist and laceration; Hugh Bennett, sprained left ankle; Whitey Koed, sprain both wrists; E. Pardee, multiple abrasions; John McEntire, chip fracture, metacarpal and sprained right ankle; Canada Kid, chip fracture right wrist; Ralph Stanton, back sprain; Walter Cravens, back sprain; Frank Knox, contusion right hem string muscles; Harold Piker, right four ribs fractured and ruptured kidney; Les Karstad, laceration on wrist; Eddie Curtis, scalp laceration; Herman Linder, broken right hand; Hoytt Hefner, fractured wrist, and Jackie Cooper, body abrasions. Harold Piker was sent to the near-by Haymarket Relief Hospital, but that healing institution didn't agree with Dr. Mahoney's diagnosis. Piker was then relayed to the Massachusetts General Hospital on the other side of town where he was accepted.

Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Nov. 21. — The monthly and annual meeting of the W. W. Workman Tent was held yesterday at Saint Somma's office at the Virginia State Fair Ground Association. Ham Watson, president, organized two tents during the past year with the assistance of Sinner LeMay, State organizer. It is planned to organize several more tents in Virginia and North Carolina.

The outlook for the coming year is better than it has been since the organization of the club. This is due to two things: the efforts of our outgoing officers and the decided improvement in business conditions thruout this section.

A large number of our members are now engaged on work for the Richmond Community Fund. Our Saints and Sinners can always be counted on to work for the upbuilding and relief of suffering humanity.

The writer has neglected his job in keeping this column going for the past month due to an absence of several weeks in Texas and Tennessee attending conventions and visiting old home sites.

The annual meeting of the American Institute of Certified Public Accountants, of which the writer is a member, was held in Fort Worth and Dallas. Attended Billy Rose's show, the Casa Manana, at Fort Worth, and saw Tony Sarg's girl on half of an oyster shell at the Centennial in Dallas.

After leaving Texas I spent several days in West Tennessee, my old home section, where I visited boyhood friends. This section has produced some circus talent. At the last show of Ringling-Barnum Circus I met one of the actors who was reared near my old home. Then there was Bert Swor from my home town, Paris, Tenn., who was connected with Al G. Field's Minstrels for so many years.

Space in this issue does not permit an answer to the comments of *The Richmonder Magazine*, quoted recently in the Dexter Fellows Tent Tattles, but look for it in an early issue. Our national president, John C. Goode, has all the facts pertaining to the license fees in Richmond.

The Saints and Sinners' Club is friendly to circuses and circus people and may always be counted upon to render every assistance for the happiness and prosperity of our circus friends.

CHES GOLDSTON,
National Secretary.

Tom Mix Route Book

CINCINNATI, Nov. 21.—The Tom Mix Circus has published a souvenir route book, commemorating its history-making transcontinental tour. It was done by Mickey Doyle. It is 7 by 10 inches and contains 28 pages, front cover being in colors. In addition to the route (show opened at Compton, Calif., and closed at Anniston, Ala., November 5), program and personnel, the book has sidelights on the tour, some of which follow:

Turnaways at Boise, Ida.; Chicago, Ill., and Watertown, N. Y. Only opposition on West Coast, where show preceded Al G. Barnes thru California and part of Oregon. Special performances staged in more than 50 hospitals, including the NVA Sanitarium at Saranac Lake, N. Y. Largest individual stand of advertising paper was posted at Sacramento, Calif.—700 sheets were used in one hit. Best roads were found in Iowa and Illinois. License tag difficulties were encountered in Oregon, Wyoming and South Dakota. In the first 54 days of the season 107 consecutive performances were given within the borders of California. Cancellation of night performance at Burley, Ida., due to storm, marked the only scheduled performance lost. On June 1 longest run of summer was made from Sterling, Colo., to Hays, Kan.—370 miles. Ten-day stand at Coliseum, Chicago, was a record-smashing success in every way.

Rosselli Addressing Clubs

GREENVILLE, Miss., Nov. 21.—Rex de Rosselli, of Cole Bros.' Circus, addressed the Kiwanis clubs of several Delta communities during the past week.

Why Circuses and Towners Should Co-Operate

By Fred High

WHY some circuses do not consciously make friends with local people instead of slipping into town and slipping out again is a puzzle to me and has been for a long time.

Lack of time is given as the excuse, but that is not the real excuse or explanation. Opposition and more opposition is more nearly the answer.

The real reason is certainly a disgraceful one.

Why is it that certain shows refuse to even print their routes ahead in *The Billboard?*

The truth of the matter is that the old-time "Hey Rube" should have long ago given place to local friends making an effort to co-operate, and instead of a bunch of suckers looking for passes the circus manager should be met by a number of friends and co-operators on entering the city.

As an example of what I mean I wish to illustrate my point by a story which I heard an American general tell on returning from the World War. He said: "I soon found out that if I put two crap shooters in the same company at 6 o'clock in the evening they would get together before bedtime."

The chief of police in any city should be able to say that if a circus came to town he could name the first 100 citizens who would be sure to be counted among the sure attendants.

Would they be numbered among the first 100 ticket buyers? Maybe not. Perhaps they would not buy a ticket at all. But it's a sure thing they would be among the 100 who contributed most to the success of the event of events.

Illustration Cited

Let me illustrate. Recently the Dan Rice Circus visited Waynesburg, Pa., and the day of the circus there was a column article in *The Waynesburg Daily Democrat Messenger* with a two-column head, "Attend Rice's Circus; Here 69 Years Ago." Who wrote the article? It was contributed by the writer. I wish to quote the first three paragraphs of that article, as follows:

"One of Waynesburg's well-known residents is certainly living in a fairyland these days, and when the billposters for the Dan Rice Circus began to festoon the store windows and countryside with circus bills, 16-sheets and other circus literature no one in this vicinity had more vivid memories of 'The Good Old Days' than T. J. Wisecarver.

"May 11, 1867, certainly was a big day in the life of Mr. Wisecarver, for on that day, besides the fact that Dan Rice's Circus was in town, it was his birthday, he being 11 years of age, and he stepped forth in a new suit of clothes in honor of the occasion.

"Three reasons why he should remember May 11, 1867. Mr. Wisecarver will be the honored guest at the Dan Rice Circus, which visits Waynesburg today for the first time since the most noted of all circus clowns that was cavorted, sang songs, told jokes and did numerous other stunts in the tanbark ring was here in person."

Now the reason that T. J. Wisecarver was the guest of honor on that occasion was that I had taken it upon myself to invite him.

Who is T. J. Wisecarver? Well, at one time he was president of the First National Bank of Waynesburg. He was said to be worth $1,000,000 or so. He was one of the leading citizens of Greene County. He was and still is trustee of Waynesburg College with its 600 students. T. J., in common with some other people we might mention, bumped into something that some folk now speak of as the late depression.

Anyway, no youngster in America was ever happier than he was as we occupied PREFERRED seats on that occasion.

But don't imagine that Tim was allowed to get away with all the honors. There were 12 others who felt that they had better rights to that honor than Tim had.

The contenders were headed by a young fellow only 95 years old who claimed that he had ridden the trick mule more than 80 years ago and that he did it so well that the generous clown handed him a $5 bill and asked him if he would like a job with the circus.

One of the leading lawyers at the Waynesburg bar handed in the following which he remembered having heard his father relate as one of Dan's Rice's impromptu creations that was surefire:

"Many of the old folks still living who as children scrambled for the nickels which the old chalked-face, when riding at the head of his own circus parade, threw to the happy throngs en route to the showgrounds."

Of course there were not many people living in Greene County who remembered Dan Rice, whose last visit to Waynesburg was 69 years ago, but many younger folks would take great pleasure in doing for some circus clown, manager or performer who had thrilled them in more recently years.

Time To Start Is Now

It is said that the most talked of subject up for discussion this coming winter will be co-operation. Not the sort of co-operation that is now on the spot, but a 50-50 proposition.

If circus men would begin, say right now, to list the local friends of the circus, big and little, good, bad and indifferent, they might collect a list that would number 1,000,000 willing workers and have much of their work done before the first brigade of billposters takes to the road next spring.

As a sample of what can be done I wish to cite the stunt that a Chicago Kiwanis Club pulled off in that city, co-operating with the old Sells-Floto Circus. The Kiwanis Club agreed to furnish transportation and attendants for 2,000 children from the various institutions if the circus would give 2,000 tickets for the children.

I was chairman of the committee on whose shoulders most of the responsibility fell. My hardest job was to sell to the Kiwanis members the idea that we were duty bound to do more for the circus than we were asking the circus to do for us.

There are probably 3,000 Kiwanians within the Chicago district. I worked out a plan whereby the various members would be called together and instructed that the circus was going to have 5,000 special one-sheets printed and that no cheaper way could be devised than for each member to take a certain number of bills and hang them in stores, offices and windows everywhere.

We could have had volunteers enough to distribute 10,000 bills if we had needed that many. Not a single pass that I knew of was handed to a Kiwanian and not a single pass was asked for.

The second year we took 5,000 children, the third year 7,000, then 10,000 and finally 12,000.

What did we do for the circus? We set young America circus wild, drawing pictures of circus stunts, making cutouts, writing letters and essays, doing circus tricks and talking circus lingo, reading circus books and special articles in nationally circulated magazines. Schools actually taught from circus literature and from circus life.

In fact, there were great groups of children in Chicago who felt that Circus Day to them was far more enjoyable than Fourth of July or Christmas. It was Paradise to them.

I have entertained thousands of school children with the wonderful exhibition that they pulled off in various schools and homes. I was about ready to have a fine Christmas book for children published by a large publishing house, entitled *Kiwanis Day at the Circus,* when death stepped in and blocked the project.

The second great task was to convince the members that their duty was a long way from being performed when they donated some money from the club treasury with which to purchase refreshments for the children. We had to sell the idea that 2,000 Kiwanians and their families sitting with these little unfortunate ones meant far more to them than $2,000 spent for eats and refreshments. Comradeship was what was needed.

By our activities in Chicago we won the hearty good will of 100,000 Kiwanians in this country and Canada. A good business stroke which unfortunately the Sells-Floto management was never allowed to cash in on.

Even as it was I received many letters, and even telegrams, from various cities and towns asking me to help put over some local stunt. Some of these requests came from points as far apart as Maine, Oregon, Florida and Southern Texas. These requests were not confined to Kiwanis clubs, but were from many different organizations. For instance, at Walsenburg, Colo., the Rotary Club wired a request for 200 tickets for the Sells-Floto Circus which was scheduled for Trinidad the following day. The wire was hardly cold before another one was received asking for 500 instead of 200.

The Rotary Club at Walsenburg arranged to go to Trinidad with 500 happy children and take as many Walsenbergers on the 40-mile jaunt as possible, and when this jubilating crew reached Trindad Manager Zack Terrell headed it with a flock of elephants and paraded the streets in a way that sold the Walsenburg Rotary Club better than any Rotary meeting could have done.

It seemed that all Walsenburg had followed this modern Pied Piper stunt. One bank at Walsenburg reported that $700 had been withdrawn from its vaults and it is safe to guess that at least much of this landed in the circus wagon with the little window that invariably stands close by the main entrance.

Works as Well in Business

Now the same underlying philosophy works as well in business and all forms of organized effort as it did on this occasion. As an example. The University of West Virginia, taking a tip from these various circus activities, sent me a wire to Chicago and engaged my services as field manager and publicity director for its Central West Virginia Country Life Jubilee and 4-H Fair. I was told that if 3,000 were put in attendance my work would be counted a success. Instead of an attendance of 3,000 we had 30,000 on one night.

What is more, I lined up from outside the State borders more prizes and cash donations than my entire salary and traveling expenses amounted to for the 10 weeks that I was on the job.

Going back to the time when the late W. H. Donaldson started the Lyceum and Chautauqua Department in *The Bill-Board,* there were many patrons of the old "Circus Bible" who questioned the advisability of trying to mix the circus with the lyceum and chautauqua. The most outspoken were among the so-called highbrows who were certain it would never result in anything but to drag down the sacred tented temple of uplift and learning.

But look today and see who is at the head of the promotional work of many of our great fairs and expositions. Is it the old lyceum and chautauqua crowd or the circus folk who are doing the real promotional work that has made these great institutions such outstanding successes?

Will the big events of the future cater to Big Business and Big Money, or will they cater to the peep-show crowd who go out for the nickels and dimes with stunts that they would rather their own children would not see?

Of course there will always be those who will choose the questionable, and there will be those who, like the Ringling Brothers, will be able to see more money in running a Sunday-school circus than a peep show.

The pious brethren, who pretend at least, will always be with us, ready to wrap the cloak of self-righteousness around their loins a little tighter every time some real seer like the late W. H. Donaldson attempts to lift the eyes of the circus world a little higher than the midsection of a hoochie-coochie gyrationist.

There will always be wise guys who cannot see anything but failure for such amusement purveyors as the late P. T. Barnum when he set out to direct the tour of Jenny Lind and make it more profitable than a season with "The Greatest Show on Earth."

Instead of circuses slipping into town as a thief in the night they should work months in advance and make an asset of their friends who will make the circus as welcome as we kids used to make it when we sat up all night and walked for miles along the railroad track for the simple honor of having it known that "we saw the circus first."

The life story of the late immortal humorist Will Rogers is but a duplicate of Jenny Lind's life story. Both read like fairy stories even today.

Gimble's Circus Party

We did big things in Chicago because we worked with big men. As an illustration, I read where Ellis A. Gimble, of Philadelphia, was going to pull off a circus party and take 10,000 underprivileged youngsters as his guests. I told one of God's noblemen, Albert Mathews, the president of our Kiwanis Club, about this, and he said I ought to go to the great City of Brotherly Love, visit the circus, study how he does it and see what our Chicago club can learn. I remarked, "I can't afford it." "How much will it cost you?" asked "Al." After some figuring I replied, "$100." Without hesitation he said, "Fred, drop around to my place of business prepared to take the night train for Philadelphia and say nothing about how you got the wherewithal to take you from Chicago to Philadelphia and back to Chicago."

While in Philadelphia I was the guest of Mr. Gimble, one of the biggest men I ever met and one of the best friends that the circus ever had.

I carry a watch, a real Gruen, engraved:

FRED HIGH
Father of Kiwanis
Circus Day
Twenty-Five Thousand
Underprivileged Children
Made Happy
Presented
April 15, 1929,
By
Fellow Kiwanians

There ought to be 10,000 such fellows in as many different towns, all members of the Circus Fans' Association, whose motto should be changed from "We pay as we go" to "We earn before we go," or "We co-operate on a 50-50 basis."

The Circus Fans' Association should be composed of such men as I have had occasion to mention. There should be 100,000 of them, and Gruen watches should be as common as Waterburys.

FOR SALE BY BERNARD

1905 N. Y. Clippers, 50c; Clipper Annuals, $1.25; Circus Books, Heralds, Couriers, Programs, etc. Descriptive lists for stamp.

BERNARD
RIVERSIDE, SAVANNAH, GA.

The Circus During The Billboard's Span of Life

By John P. Grace

IN RUNNING thru notes jotted down from time to time I recently came upon one that said: "First issue of *The Billboard,* November, 1894." This reminded me of the fact that it was just about the same time that I started the large collection of circus printed matter that I now possess. It consists of show bills, route books, programs, photographs, lithographs, some books, a number of newspaper and magazine articles, passes, contracts, etc. I also possess a complete file of *The Clipper* from May, 1900, until its final number, with hundreds of copies previous to that date and a complete file of *The Billboard* from May, 1902, to date.

John P. Grace

Somewhere in this collection is recorded almost 100 per cent of the circus history for the period covered by it. With this fund of information at hand I am tempted to summarize in a brief manner some of the circus activities of the years within its scope.

The Billboard began its long successful career at about the most severe point of one of the country's worst depressions, the panic of 1893. Notwithstanding the very bad conditions prevailing, my list of circuses for 1895 carries the names of 64 that went out with the idea of getting a share of the public's very much reduced spending money.

Among those listed were Barnum & Bailey Greatest Show on Earth, Ringling Bros.' World Greatest Shows, Sells Bros.' Enormous United Shows, Great Wallace Shows, Walter L. Main's Fashion Plate Shows, J. H. LaPearl's Railroad Shows, L. W. Washburn Shows, Hunting's New Enormous Railroad Shows, W. H. Harris' Nickel Plate Shows; Gentry Bros.' Dog and Pony Shows, Buffalo Bill's Wild West, Pawnee Bill's Wild West, Gollmar Bros.' Greater Shows, J. B. McMahon's Sands & Astley's Shows. The John Robinson 10 Big Shows laid off for the season and the Adam Forepaugh Show was closed for good in 1894.

Among the important wagon shows out were Mighty Haag Shows, Sautelle & Ewer Shows, Scribner & Smith Shows, Charles Lee's London Shows, Sun Bros.' Progressive Shows and Cole & Lockwood Shows. You will note that all titles designated the organizations as shows. This was the almost universal custom until carnivals grew so numerous that the proper name Circus was brought into use to properly classify it.

The list totaled 24 railroad and 40 wagon shows. It shows the aggressiveness of the various owners of those days who did not let hard times interfere. They kept going and, in most cases, in a fairly successful way.

Of all those mentioned but one carried on continuously the entire time, the Mighty Haag Show. However, Mr. Haag died early in 1935 and his family still keeps the show going regularly. The Ringling Bros. and the Barnum & Bailey names are still before the public but in the combined name since 1919.

From 24 to 3 Rail Shows

The elimination of railroad shows began in 1896, gradually reducing until but three large railroad shows were out this year. In 1896 the Barnum & Bailey Show, already the owner of the Adam Forepaugh Show, bought an interest in Sells Bros.' Show and combined the two under the name of Adam Forepaugh-Sells Bros.' Big Combined Shows. Early in 1905 J. A. Bailey became the sole owner of the Forepaugh-Sells Bros.' Show and then sold Ringling brothers a half interest and placed the operation of the show for 1905 and 1906 in their hands. Mr. Bailey died April 11, 1906, and the following July Ringling brothers purchased his interest in the show, thus becoming sole owners of it. They continued to operate it until the end of the 1907 season and then took it off the road. It was brought out again for the 1910 and 1911 seasons, after which it was retired for good. Thus two of the most famous circus titles were discarded. However, the Adam Forepaugh-Sells Bros. title was brought to life and added to that of the Hagenbeck-Wallace title for the season of 1935. On October 22, 1906, Ringling brothers purchased the Barnum & Bailey Greatest Show on Earth. They kept it on the road, alternating its route with that of the Ringling show until the end of the 1918 season, when it was merged with the Ringling show under the title of Ringling Bros.-Barnum & Bailey Combined Shows, thus keeping the two most famous titles before the public in one name. This series of purchases merged the outfits of America's four largest-of-all-time shows into the largest traveling organization ever put out. About 100 cars were required to move it.

La Pearl Dropped Early

The J. H. LaPearl Show, a 15-car railroad show, was one of the first to close permanently, the final stand being at Naples, N. Y., September 5, 1899. The last information I can find of the Hunting Show was that it was en route season of 1897. The L. W. Washburn Show was out seasons of 1895, '96 and '97 and again in 1907, '08 and '09, the last date that I have being September 27, 1909, at Pulaski, Va.

The Pawnee Bill Wild West was en route until 1907 and the Buffalo Bill Wild West until 1909. The two were combined for the season of 1910 and carried on under the title of the Buffalo Bill-Pawnee Bill Wild West Combined until financial troubles overtook the show at Denver July 22, 1913. The equipment was sold at auction September 15, 1913. This organization was quite popularly known as the "Two Bills Show."

The W. H. Harris Nickel Plate Shows were one of the most popular small circuses, operating as a 10-car show for years largely in the Ceneral States and Middle West and South. It came to an end at Sebree, Ky., August 24, 1904, again demonstrating that very few circuses have been carried on successfully long after the death of those who originated and built them up. The New Great Syndicate Shows were formerly known as the Sells & Renfrew Shows. Season of 1896 was the last information I have of it, but I am of the opinion that it was out in 1897 under a different name.

Gollmar Bros. started in 1891 as a wagon show and took to rails in 1903, using 14 cars, which were added to until 1913, when it had 30, two in advance and 28 back. The show was sold to James Patterson and delivered to him at the end of the 1916 season. The title was leased later to the American Circus Corporation for five years. J. B. McMahon's Sands & Astley's Show was out in 1895, used the Bond Bros.' title in 1896 and was to have used the former title in 1897 but McMahon was killed early in the year, thus ending its career.

The Robinson Circus was operated by the Robinsons as far back as 1824, being known as the John Robinson 10 Big Shows from 1865 to 1911, when it was taken off the road. It did not go out in 1895, and it was operated by the Ringlings season of 1898. The show was sold to Jerry Mugivan and Bert Bowers, who operated it from the time of purchase in 1916 until its sale to John Ringling on September 6, 1929. It was operated by him until the close of the 1931 season, when it was retired.

Of the wagon shows, the Haag Show was en route in 1895 and is still going as a motor-truck show. It used railroads from 1909 to 1914 and then went back to wagons, a few years later changing to motor trucks. It always has been a very popular show in the South, where it spends a goodly portion of its season.

Sig Sautelle used the Sautelle & Ewer title in 1895. He had a show out continuously until 1905, using other titles for some seasons. It was also out season of 1912. Sun Bros.' Progressive Shows continued until 1918, for a number of years as a 10-car rail show. Last heard of the Scribner & Smith Show was in 1895 and of Charles Lee's London Show in 1902.

The Cole & Lockwood Show was sold out in January, 1896, and I was told that it eventually became the John H. Sparks Shows, one of the most popular in the medium-size class. It built up from a wagon show to a 20-car rail show. It was bought by the American Circus Corporation November 25, 1928, and was operated by that group season of 1929. The show was sold to Ringling with the other shows September 6, 1929, and retired at the end of that season.

The Great Wallace Show was operated by its founder, B. E. Wallace, continuously until the close of the 1906 season. The Carl Hagenbeck Trained Animal Show toured the country seasons of 1905 and '06, going into Mexico late in 1906. This show was purchased at the end of the season by Mr. Wallace and merged with the Great Wallace Shows for the season of 1907. It was continuously operated by him under the title of the Hagenbeck-Wallace Combined Show until the end of the 1918 season, when it was sold to a group that later became the American Circus Corporation, which continued the operation of it until its sale to John Ringling in 1929. Under his management it was kept going and increased to 48 cars for the season of 1934 when, under the management of Jess Adkins, it had a very successful season. Mr. Adkins resigned at the end of the season to start his own show and the H-W show was reduced to 40 cars for the 1935 season. The circus world was greatly shocked when the announcement was made early this year that the show would not go out. This left the Al G. Barnes Circus to be the only one of the five high-class well-equipped circuses purchased by John Ringling in 1929 in operation.

Opening After 1895

Among the important shows opening after our starting date, 1895, may be mentioned the following:

Starting from Fairbury, Neb., April 29, 1899, is the first information I have of the Campbell Great Consolidated Shows which toured the West and Northwest until the end came August 10, 1912. It built up to a 30-car show.

Al G. Barnes Wild Animal Show, later changed to Al G. Barnes Circus, was the outgrowth of a trained animal show for years with carnivals. Its first season as a circus was 1910. Out continuously, it has just completed its 27th season. It made a hit at once and still remains one of the most popular shows on the road. It, too, was sold to the American Circus Corporation in 1929 and was in turn sold to Ringling, who operated it ever since.

The Christy Shows, owned by George W. Christy, worked up from a two-car show in 1917 to 20 cars in 1925. This show on several days made two towns and on one occasion played four towns in two days. The end came suddenly at Greeley, Colo., July 7, 1930. Christy also had Lee Bros.' Show (15 cars) out in 1925 and '26.

J. H. Eschman World Toured Shows (almost 10 cars) were out seasons of 1913 to 1917. Dode Fisk Shows, about the same size, in 1908, '09 and '10.

J. A. Jones had shows out from 1902 to 1924, using the names of Jones Bros.' World Toured Shows, J. Augustus Jones' Shows, Jones' Buffalo Ranch Wild West and Cole Bros.' Shows.

Four Gentry Shows

Gentry Bros. started out with one dog and pony show in 1890. A second one was put out in 1898 and '99, a third in 1900 and a fourth in 1901, '02 and '03. Three were out in 1902, two in 1905 and '06, three in 1907, two in 1908 and '09, one in 1910, '11 and '12, two in 1913 and '14 and one from 1915 to 1918. It was run by J. B. Austin and J. D. Newman 1919 to 1922 as Gentry Bros.' Show and Wild Animal Circus. James Patterson then bought the show, operating it as Patterson-Gentry Bros.' Combined Show in 1923, '24 and '25. It again changed hands and was put out in 1926 to '29 by King brothers, as Gentry Bros.' Circus. In 1930 and until May 18, 1931, it was out as Gentry Bros.' Motorized Circus, owned and operated by Sam B. Dill. In 1931 H. B. Gentry again came back in the business, putting out the Original Gentry Bros.' Dog and Pony Show, a duplicate of the original performance. This show was out 1931, '32, '33 and '34. It was sold by the receiver at the end of the 1934 season.

For several years Andrew Downie (McPhee) operated an *Uncle Tom's Cabin* show. The first information I have of him was in 1904 when he had the Andrew Downie McPhee Big One-Ring Circus en route as a wagon show. I have nothing further until about 1910, when he had out Downie's World's Best Dog and Pony Show, a small rail show. In 1911, '12 and '13, with Al F. Wheeler, he had the Downie-Wheeler Shows en route. Seasons 1914 to 1917 found him en route with the LaTena Wild Animal Circus, a medium-size rail circus. He then leased the Walter L. Main title and used it with a 20-car show 1918 to 1924. At the end of that period the show was sold to Miller Bros., who again put the 101 Ranch Wild West on the road. Resting 1925, he came back in 1926 to put out Downie Bros.' Motorized Show, which he operated until 1929, finally selling it to Charles Sparks.

The Walter L. Main Fashion Plate Shows were out 1885 to 1904, also in 1907, except that in 1900 the show was leased to Rhoda Royal, who operated it as the Rhoda Royal Shows. Seasons 1918 to 1924 found the title leased to Andrew Downie and in 1925 to 1928 to King Bros. All these shows were on rail. Since 1930 the Main title has been used by truck shows and for the seasons of 1935 and '36 Walter L. Main personally has been actively connected with the Walter L. Main Circus.

My first information of the Norris & Rowe Show is in 1902, from which time it was out regularly until the end in Newport, Ky., May 9, 1910.

The Frank A. Robbins Show came back in 1905 after a long absence and remained until the season of 1915—about a 15-car show.

The Yankee Robinson Shows, owned by James Buchanan, were out 1908 to 1920. In 1923 Buchanan came back with the title of World Bros.' Shows, changing to Robbins Bros. in 1924 and continuing until the end on September 12, 1931, when it closed very suddenly at Mobile, Ala. The Sells & Gray Shows were out in 1900 and '01, changing to Sells & Downs for 1902, '03, '04 and '05.

Al F. Wheeler New Model Shows, a wagon show, started in 1902 and continued until 1910. Seasons of 1911, '12 and '13 it was known as the Downie-Wheeler Shows. For 1914 and '15 the old title was used. In 1916 it was known as Wheeler Bros.' Shows, a railroad show. Wheeler also had the Tompkins Wild West out 1913 to 1917.

Miller Bros.' 101 Ranch Wild West made its first appearance as an attraction at the Jamestown Exposition season of 1907. It took the road as a railroad show season of 1908, remaining until 1916, when it was taken off. With the purchase of the Downie-Main Show it came back once more as a 30-car show in 1925 and operated until the final close in Washington, D. C., August 4, 1931.

Vernon Seaver's Young Buffalo Wild West, starting out from Peoria, Ill., in 1910, continued until the end of the 1914 season.

Welsh Bros.' Shows, a small railroad show, was one that was out in 1895 and kept going until 1904. It reappeared in 1909, also in 1911 and '15. I think that the Wyoming Bill Wild West, out in 1913 and '14, was operated by the same parties. Tom Wiedeman's Shows in 1908, '09 and '10 and Wiedeman's Kit Carson Wild West from 1911 to '14 operated as railroad shows with fair success.

One of the most successful circuses to take the road was the Otto Floto Shows season of 1902. Backed by F. G. Bonfils and H. H. Tammen, it was about a 10-car dog and pony show and operated in 1902, '03, '04 and '05. For 1906 the show became a regular circus and was increased to 30 cars, using the Sells-Floto title. It operated under the Bonfils and Tammen banner until 1920, when it was sold to the American Circus Corporation, which continued it on the road until its sale to Ringlings in 1929. Ringlings kept it going until the end of the 1932 season, when it was retired.

Start of Mugivan and Bowers

The start of one of the most successful circus organizations began in 1904 when Jerry Mugivan and Bert Bowers took out a small show under the name of the Great Van Amburg Show. Operating under this title, they kept going until March 19, 1908, when they changed the name during the season to that of the Howe's London Show and continued with that name until 1916. In 1911 they purchased the Dode Fisk Shows and renamed it Sanger's Greater European Shows, also keeping it out the 1912 and '13 seasons. Late in 1913 they bought the famous Robinson Shows (Dan Robinson) and gave that name to the Sanger Show for the seasons of 1914 and '15. In 1916 they bought the John Robinson Circus and discontinued the Famous Robinson title. Howe show was taken off in 1917 and the Robinson show greatly enlarged, but for 1918 it was reduced to 30 cars. In December, 1918, the Hagenbeck-Wallace Circus was bought. The Howe show was again put out in 1920 and '21. In November, 1920, they bought the Sells-Floto Circus, also the Buffalo Bill Wild West and the Yankee Robinson titles. The Buffalo Bill title was used for the Sells-Floto after-show, but the Yankee Robinson title was never used. The John H. Sparks Circus was purchased November 25, 1928, and in January, 1929, Al G. Barnes Circus was also purchased. In 1922 the Gollmar Bros.' title was secured by lease for five years and it was used in 1922 in place of Howe's London title. The American Circus Corporation was organized in 1921 to cover the legal handling of the various properties. They now were owners of all the important going circuses and of several of the most valuable titles with the exception of those owned by the Ringlings and Miller Bros.' 101 Ranch Wild West. On September 6, 1929, the circus world was greatly surprised to hear that John Ringling had purchased the entire holdings of the American Circus Corporation. The deal included five splendidly equipped circuses; namely, Hagenbeck-Wallace, Sells-Floto, John Robinson, Al G. Barnes and John Sparks. It also included the following titles: Carl Hagenbeck Trained Animal Circus, Buffalo Bill's Wild West, Sanger's European Shows, Howe's London Shows, Yankee Robinson and Famous Robinson. It also included much surplus property and several winter quarters.

A handsome sum was paid for all this property but, unfortunately, Jerry Mugivan, who was so largely instrumental in building up all of it, was not to enjoy the rest to which he was entitled, for on January 22, 1930, he died in Detroit, the result of an operation that was expected to be a very simple one. His partner, Bert Bowers, became interested in banking after the sale and devoted a good portion of his time to it until his death January 15, 1936. He, too, passed away suddenly, having been sick with pneumonia for only a few days.

Ringlings' Rise Outstanding

The rise of the Ringling brothers, Charles, Al, Alf, Otto and John, and their Ringling Bros.' World's Greatest Show was one of the most outstanding features of the years covered by this narrative. They were just getting nicely started in 1895 after having come thru the panic of 1893 in splendid shape. It was the year of their first appearance in Chicago, showing in the Tattersall Building, also their first in St. Louis and Boston. They used 47 cars, 44 with the show and three in advance. The lease of the John Robinson show in 1898 was their first venture outside of their own show. For 1905 and '06 they jointly operated with J. A. Bailey the Adam Forepaugh-Sells Bros.' Circus, purchasing his interest after his death April 11, 1906. They operated it until the close of the 1907 season, when it was taken off the road for the 1908 and '09 seasons. It was again placed in operation in 1910 and continued thru 1911, when it was permanently retired. On October 22, 1907, they purchased the Barnum & Bailey Greatest Show on Earth. They also purchased the Buffalo Bill equipment, which they leased and later sold. The Ringling and Barnum & Bailey shows were separately operated until the close of the 1918 season, when the two were merged into the Ringling Bros. and Barnum & Bailey Combined Shows. On September 6, 1929, John Ringling startled the circus world by his purchase of the American Circus Corporation, thus making him the absolute monarch of the circus world.

A month after the deal was made the business crash came and the depression was on. The Sparks show was the first to feel the ax and it was put in the barn at the end of the 1929 season, or only a few weeks after its purchase. The John Robinson Circus followed at the end of the 1931 season and Sells-Floto at the end of 1932. Hagenbeck-Wallace was kept going until the end of 1935 and for 1936 only two Ringling-owned shows took the road, the Big One and Al G. Barnes. No announcement has yet been made as to what shows will go out in 1937, but with business picking up as it seems to be, it is hoped that instead of further reducing some of the retired ones will be brought back to life.

Of the many sterling circus men, owners of the shows mentioned, only two are active, John Ringling, who has not been in the best of health the last few years, and Walter L. Main, who now has the Walter L. Main truck show en route. H. B. and Frank Gentry, James Patterson, Major Gordon W. Lillie (Pawnee Bill), James Buchanan, Gus Sun, Fred Gollmar and George W. Christy are all the men the writer can recall as still alive.

Adkins and Terrell on Own

Starting at once after his resignation as manager of the Hagenbeck-Wallace Show, Jess Adkins and his partner, Zack Terrell, by hard work built up a splendid new show that took the road for the season of 1935, using the title of Cole Bros.' Circus.

Beginning with 35 cars, an excellent parade and a performance that met with immediate approval, it came in a winner notwithstanding the fact that it encountered many difficulties incidental to its first season and that it met with rain and storms at an unusually large number of stands, as well as the necessity of canceling a number of billed stands and hurried rebilling of those replacing them. The owners have also done well again this season, notwithstanding the intensely hot weather and the consequent drought conditions, and there are rumors of a second show for 1937.

The Truck Shows

I have devoted but little space to the wagon shows. As a rule they were short lived. A few have risen to an important place as railroad shows. Today we have a new type of circus developed from the old-time wagon show, namely, the motor truck show. With the great increase of good roads due to vast use of automobiles, the use of trucks has completely reversed the method of show transportation. My list for 1895 showed 24 railroad and 40 wagon shows, while for the past season but four railroad and 59 truck shows have started out. A large number of these consist of only a few trucks, but several are of 15 to 20-car size, well equipped and with performances of much quality, making for competition for the railroad shows in many places. They do not keep to the small and inland towns as did the wagon shows, but cut in on the best and largest stands as well.

The Tom Mix Circus is one of the most important of the truck shows. Mix started with the Sam B. Dill show in 1934 and purchased it before the end of the season. For 1935 he greatly enlarged it and put the equipment in the best of shape. For 1936 he still enlarged it and strengthened the performance until it is now one of the real important shows.

Charles Sparks always has had a good show and his Downie Bros.' Circus is welcome wherever he sees fit to send it. Purchasing it from Andrew Downie in 1929, he has kept going right along, always giving a good performance and making friends. Both the Mix and Downie shows make splendid appearances on the lot and were there not so many trucks around could be easily called 20-car shows.

Among the other important truck shows en route in 1936 may be mentioned the following: Lindeman's Seils-Sterling Circus, long a wagon show, motorized about 1930. So popular is this show that it made 95 stands in Wisconsin, its home State, last season. Barnett Bros., which started in Canada in 1928. William Ketrow's Kay Bros.' Circus has been going for many years. A small one but an excellent one. Russell Bros., a fairly large one going since 1928 with wonderful equipment and a very good performance. George Engesser's Schell Bros.' Circus, Mighty Haag, Walter L. Main's, Seal Bros.', Rice Bros.' (later called Dan Rice) and Lewis Bros.' are some of the other important ones.

Mechanical Improvements

The period shows great mechanical improvements. Some of these are: The change from 50 and 60-foot wood cars to 70 and 72-foot steel ones; the change from wagons to motor trucks which permits the road show to make jumps as long as those of a railroad show; electric lights have replaced the old kerosene ones; stake drivers have replaced many men and quickened the erection of tents; electric fans have been provided for the comfort of patrons; grand-stand chairs have replaced star backs; the electric lighting of trains and sleepers. Probably the greatest improvements for employees are better sleeping accommodations and the care with which meals are served. The Big Show now has a mechanical dish washer, a passenger bus to ride employees to and from the trains and last season carried a hospital car to take care of the sick and injured.

For some years the parade has been done away with. Cole brought it back last year and, I think, with good results, as they continued with it this year. The equipment carried by a truck show does not seem to fit the parade and practically all of those that did start parading have dropped it. The claim is that it does no good, as equally as good appearing trucks are so common on the streets today that those carried by a circus do not attract much attention.

John Francis O'Connell

Dear Jack:

They're saying a lot of deservedly fine things about you these days, and there's mighty little anyone can add to a list of virtues long enough to fill a 100-sheet stand.

But I remember a story you once told me—about the boys back in Lynn, Mass., who celebrated your visit by printing in big black letters on a railroad overhead "Welcome to Sells-Floto and John Francis O'Connell." I remember you said it cost a lot of money to have that inscription removed and that there was hell to pay, generally speaking, but that it warmed your heart.

On the big lot where you went not long ago to join your contemporaries of the Big One—"Happy" Jack Snellen, "Hutch," George Meighan, Ollie Webb, Frank McIntyre and Charlie Kannely—the celestial calliopes must have been going full blast, and "'Old John" must have trumpeted a joyful greeting and there must have been big spangled letters on the marquee to express the sentiment of the boys back in your home town: "Welcome! Welcome to John Francis O'Connell!"

Yes, the crowd on the other side of the "connection" must have been glad to see you, Jack, because you were a man whose stimulating company belied the fact that you probably never got thru the eighth grade. There are some men—not many—who seem to have been marked by the gods for gentility. You were born a gentleman; you could go anywhere—mingle with the roughnecks (you know you never claimed to be anything but a roughneck, Jack, and by claiming to be one you put them on a high plane) or in cultured company—and you belonged. Yours was the enviable gift of never seeming out of place.

I recall that you had an appreciation of poetry—that you carried clippings around with you, and they weren't jingles either. Some of that poetry was pretty heavy stuff. Maybe the blood of the Irish bards ran in your veins, Jack O'Connell.

And I'll not forget the swell answer you gave Dex Fellows the day he asked you to express your idea of heaven. I hope, Jack, that you have found it as good as all that—as beautiful and comforting to a circus man as "the lot in Nashville, Tenn."

BEV. KELLEY.

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WILL SEE YOU AT THE MEETING—SHERMAN HOUSE.
Remember: Quality and Service. What You Buy—We Deliver
CAN USE A FEW MORE SENSATIONAL ATTRACTIONS.

BIGGEST TURNOUT EXPECTED

Peak Attendance Is Anticipated At NAAPPB Conclave in Chicago

Secretary Hodge's office in Hotel Sherman is bustling with details—greatest trade show will have some new items—all branches of outdoor show biz invited

CHICAGO, Nov. 21.—All is hustle and bustle in the executive offices of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here as the zero hour for the 18th annual convention of park, pier, pool and beach operators draws near, sessions being scheduled for November 30-December 4. Secretary A. R. Hodge, who has been the wheelhorse of the organization since inception of the original NAAP, pointed with pride to the exceptionally fine program prepared by the program committee, Paul H. Huedepohl, chairman; Paul C. Morris, vice-chairman; George A. Hamid, A. C. Hartmann and Sylvan Hoffman, and the list of exhibitors whose devices, equipment, merchandise and supplies will constitute one of the biggest trade shows in the history of the organization.

As both the program sessions and exhibits are going to be of such outstanding merit, it is the hope of the officials of NAAPPB that all delegates and guests will make it a point to arrive early for the opening of the exhibition halls on Tuesday, December 1, at 9 a.m. and attend all program sessions, visiting the exhibition halls as frequently as time will permit. There will be a lot of new items for inspection in the exhibit halls, they say. Special round-table discussions are to be arranged according to the wishes of those in attendance.

Reduced Fares To Help

President Harry C. Baker will preside at the executive session, turning the program session over to Paul H. Huedepohl, as chairman of the program committee, and Harry A. Ackley, as chairman of the pool program. Mr. Huedepohl will have full charge of arrangements for special round-table discussions.

At the joint banquet and ball of the NAAPPB and Showmen's League of America Wednesday night, December 2, in the Grand Ballroom of the Sherman a record-breaking crowd is expected. Reduced fares on railroads, which have prevailed for the last few months, will bring traveling costs down to about the same figures as delegates have enjoyed for the past dozen or more years thru the one and one-third fare arrangement. There will be some special excursion rates from certain parts of the country, and it is suggested that all attending the convention make inquiry before purchasing their transportation.

Secretary Hodge said that a number of invitations have been returned by the post office due to the fact that a number of operators do not provide winter addresses either to the secretary's office or to their local postmasters. A most cordial invitation to everyone in any branch of the industry is extended, he declared.

Lusse Reception Head

"Public liability insurance efforts of the NAAPPB during the past year have made history. The industry is finally protected from insurance pirates and re-

(See BIGGEST TURNOUT on page 73)

Jersey Racing Up Again

ATLANTIC CITY, Nov. 21.—The racing bugaboo is again scheduled to revive itself since election of William H. Smathers, of this city, as State senator, who, as one of his first acts, set into motion machinery for the reintroduction of the racing bill defeated after considerable pressure brought to bear by amusement interests of New Jersey. Prevous plans called for two tracks in the State, one here and one in Long Branch.

Wadsworths Going South

OMAHA, Nov. 21.—B. W. Wadsworth, Krug Park here, accompanied by Mrs. Wadsworth, have gone south for the winter. He has been in charge concessions in Krug Park during the last two seasons and will return next year. He reports a good season.

Season Sets Record For Knoebel's Grove

ELYSBURG, Pa., Nov. 21.—Biggest season in history of the resort is reported by Manager Lawrence L. Knoebel, of Knoebel's Grove, here. Attendance increased more than 100 per cent, with swimming pool admissions reaching 27,000.

Crystal ballroom had a successful season with nightly programs. Roller skating was under management of Johnny's Rinks. Bruce Bell and his orchestra were popular at regular Tuesday night hops.

Excellent season is reported for Merry-Go-Round, Penny Arcade, shooting gallery and concessions. Restaurant management, with two added refreshment stands, said the 1936 season was larger than those of 1934-'35 combined.

Numerous improvements are planned for next year with some already under way. Five additional bungalows of novel design will bring the total to 69. Needed additional parking field and added picnic facilities will be ready for 1937. Another refreshment stand is going in and some new concessions and rides are being considered, Manager Knoebel said. A new hard-surfaced road will be completed by Christmas.

A. R. HODGE, veteran secretary of the National Association of Amusement Parks, Pools and Beaches and active in the field since early days of the old NAAP, who has announced full programs for sessions and exhibitors at the trade show of the 18th annual convention in the Hotel Sherman, Chicago, on November 30-December 4.

Navy Pier in Chi Plans New Season

CHICAGO, Nov. 21.—Altho plans for the 1937 season at Chicago's Navy Pier are not ready for publication, K. H. Burns, general manager, said that the first of the year will find the pier management ready for a season which they hope will top the record-breaker just passed.

Concessions and attractions are being lined up and construction work is contemplated to put the pier in first-class physical condition.

Complete NAAPPB Program in Chi

SESSIONS in the Hotel Sherman Monday, November 30—

8 a. m.—Exhibition Hall open to all exhibitors for installation of exhibits.

7:30 p. m.—Meeting of the American Recreational Equipment Association, Crystal Room (first floor).

AREA program prepared by W. St. C. Jones, program chairman.

Tuesday, December 1

9 a. m. to Midnight—Exhibition Hall open. Exhibitors' Day.

8:30 a. m.—Reception committee meeting arriving delegates and guests and assisting in the arranging of their accommodations.

9 a. m.—Registration of delegates and guests (mezzanine floor). Jury of Awards will make inspection and determine award winners Tuesday forenoon. Exhibits not complete by 9 a. m. will not qualify. The exhibitors extend a cordial welcome and invitation to all delegates and guests to visit and inspect the exhibit and displays.

3 p. m.—Meeting of the board of directors of the National Association of Amusement Parks, Pools and Beaches. House on the Roof.

EXHIBITION HALL OPEN 9 A. M. TO MIDNIGHT.

Wednesday, December 2

9:30 a. m.—Reception committee meeting arrivals.

9:30 a. m.—Registration of delegates and guests.

9 a. m. to 1 p. m.—Exhibition Hall open to visitors.

1:30 p. m.—Program session of the National Association of Amusement Parks, Pools and Beaches—Grand ballroom (mezzanine floor).

Invocation: R. S. Uzzell.

1:30 p. m.—Address by President Harry C. Baker of NAAPPB, president Harry C. Baker, Inc., New York City.

1:40 p. m.—Report of program committee: Paul H. Huedepohl, chairman.

Discussion of subjects for round table luncheon and dinner meeting to be arranged according to suggestions made by members present.

A word of greeting from the International Association of Fairs and Expositions: Raymond A. Lee, president.

A word of greeting from the Showmen's League of America: J. W. Conklin, president.

The Amusement Park and Concessioners' Tax Program—

(a) Government Tax—C. M. Gerhart, auditor Philadelphia Toboggan Company, Germantown, Philadelphia, Pa.

(b) State Tax—F. A. Burkhart, manager, Central Park, Allentown, Pa.

(c) Liability under the Federal Security Act and State Old Age Pension: S. Leland, Jr., Fred S. James & Company, Chicago, Ill.

Air Conditioning—Its Trend and Possibilities in Amusement Parks, M. G. Harbula, M. G. Harbula and Associates, Wheaton, Ill.; Roy Staton, president, Springdale Amusement Park, Oklahoma City, Okla.

Developing a Nationally Known Park During Depression Days, Irving Rosenthal, Palisades Amusement Park, Palisades, N. J.

Public Liability Insurance—Results obtained during the first year and prospects for the future: C. W. Fellows, president, Associated Indemnity Corporation, San Francisco.

(See COMPLETE NAAPPB on page 62)

A. C. Features With Junketers

Pennsy good-will tour includes all portable lures to big coast resort

ALLENTOWN, Pa., Nov. 21.—Led by Mayor C. D. White, Atlantic City, and sponsored by the resort's Chamber of Commerce, 150 men and women making a good-will trip thru up-State Pennsylvania made their first stop here today. Train arrived in Bethlehem and proceeded here where the delegation lunched at the Americus Hotel and the mayors of the two cities exchanged greetings.

Virtually everything except the Boardwalk and amusement enterprises came along. The palatial hotels couldn't join the party, but their owners did. And since it was impossible to take the amusement centers, they were well represented by free admission tickets to be distributd along the route. Itinerary includes stop-overs in Mauch Chunk, Scranton, Wilkes-Barre, Glen Lyon. Pottsville, Reading and then back to Atlantic City on Sunday. At stops the delegation will make sightseeing trips around the communities by means of rolling chairs used on the Boardwalk. Salt-water taffy and tickets for Steel Pier will be distributed, and 10 tons of sand are available for any one desiring it to beautify his garden or to fill the children's play box. There are also several barrels of lobster.

A brass band is along and the train of five cars is appropriately decorated. Jewel Linday, Miss Atlantic City 1936, is on deck, sharing honors with the mayor. First trip being successful, Atlantic City Chamber of Commerce has planned others. Canada will be visited in February, Western Pennsylvania and Ohio in April, Washington, Baltimore and Richmond, Va.. in May.

Chicago Zoo Tops Previous Records

CHICAGO, Nov. 21.—Interest in Chicago Zoological Gardens, Brookfield. which got off to a flying start at opening of the 1936 season, has continued unabated thruout the season with a record in attendance of 1,540.893 from all over the United States, Canada and many foreign countries, including Jean Delacour, Cleres, France, noted collector of rare birds.

Since the opening on July 1, 1934, 4,000,000 people have passed thru the turnstiles. According to Edward H. Bean. director, this interest was created and held by the extensive building plan and addition of more than 500 new animals, reptiles and fowls, including a huge bull elephant, 84 reptiles, an elephant seal, 20 lions, 400 monkeys, six Kodiak bears, several musk oxen, two snow leopards and the Delacour collection of rare birds. In addition 84 reptiles and several mammals were born during the season with an estimated value of $20,000.

Construction work has been consistently carried forward with outstanding work being a monkey island and sea lion grotto costing $40,000 each; three small animal houses costing $20,000 each and a binturong grotto. Under construction at present is a modern giraffe house which will cost $50,000. According to Director Bean, 1937 will see construction of many new houses, including a Kodiak bear island at an estimated cost of $50,000.

Whalom District Goes Wet

FITCHBURG, Mass., Nov. 21.—Liquor can be sold in Whalom Park for the next two years, for voters of Lunenburg, Mass., where the park is situated, voted wet at the recent election. The vote was a substantial majority in favor and was on three questions, all-alcoholic, beer and wines and package stores.

TO CONCESSIONAIRES:
The DODGEM CORPORATION has a growing list of Park and Carnival Owners who are considering DODGEM RIDES for 1937. If you will write us today, telling what kind of a concession you would like, we will be pleased to help you contact them.

TO AMUSEMENT PARK & CARNIVAL OWNERS:
We have a number of responsible DODGEM CAR and BOAT concessionaires desiring to contact Park Owners and Carnival Operators who want good profitable rides. Send now for our special confidential information sheet which will help you find the right men.

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DODGEM

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DODGEM CORPORATION, 706 Bay State Bldg., Lawrence, Mass.

Bringing Game Operation Up to Date

By Maurice Piesen

MAURICE PIESEN is best known to the amusement-device world for his work in developing the modern and reduced size of Skee Ball alleys for parks and fairs.

"Pete," as he is familiarly known, is a native of New York City and a graduate of N. Y. U., where he received his Doctor of Jurisprudence degree in law, and B. A. degree at Cornell University. After graduation from Cornell he remained at the university for one year as instructor of economics and then entered the practice of admiralty law. Nine years ago, together with the late Herman Bergoffen, he purchased the National Skee Ball Company, recently taken over by the Rudolph Wurlitzer firm.

Mr. Piesen, who is now president of Piesen Manufacturing, Coney Island, N. Y., is an active member of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association, and served as president of the recreational division in 1935. His residence is in Brooklyn.

LET us give outdoor amusement games the consideration they deserve. In this discussion we will limit ourselves to legitimate, honestly operated devices that permit the player to actively participate so as to enjoy the satisfaction of his own skillful efforts. Games of this type are necessary and vital to every amusement park, carnival, fairgrounds and amusement resort.

The basic questions involved deal with the relative importance of games as compared with other amusement devices, what to consider in purchasing and installing games, where and how to install them and operation and control of the game during the operating period.

Maurice Piesen

Importance of games to the general layout of the amusement park or resort varies thruout the world. In some localities people prefer active games to rides and shows. Other locations are designed to attract afternoon patronage and concentrate on picnic facilities, refreshments and small rides. Many other locations are week-end spots where all attractions are designed for large-capacity play. In others rental expense is a controlling factor, while many parks have more space than they require and look for space-filling attractions. All these considerations are involved in determining the proportion of games to other attractions in a planned development, but in all instances installation and operation of games should provide the best short-time investment return.

New Demand Yearly

The demand for new attractions presents itself every year. Games meet this demand because the required investment is small and receipts permit a quick return of the original outlay. They make it possible to provide the novelty and variety necessary to give a park or resort the up-to-date impression which overcomes the all-too-often repeated remark, "It's the same old place; there's nothing new." They give park patrons a chance to be actively interested in their own efforts and appeal to the competitive spirit that overcomes spending resistance.

There are all kinds of games in operation. At the Brussels Exposition last year one enterprising operator placed a row of ordinary pails behind a counter and gave a prize to the player who could throw three small balls into one of these pails. Here was simplicity itself with an investment expense of not more than 15 cents per game. At Blackpool, England, on the other hand, the Bomber, a circular game with airplanes flying, neon signs flashing, bombs dropping and automatic rewards to players, represents an investment of $2,500 per game. Also at Blackpool this year George Booth and Laurence Delaney, leading outdoor amusement operators in England, installed full-sized machine guns and battlefield targets in a striking display at an investment outlay of more than $700 a unit. At Eastwood Park, Detroit, Max Kerner and Henry Wagner have installed the most elaborate Bingo game ever built in a richly furnished display that beggars imagination.

Selection of Game

Having decided to install new games, the question "What games shall I install?" arises. Personal preferences, locality interests, space limitations and other factors have important influence in deciding upon particular games. This discussion, therefore, shall limit itself to the basic considerations which apply generally. The game setup should be large enough to attract attention. A small, obviously cheap installation attracts no interest because it gives the park patron the hasty impression that the game is there to fill space and the operator does not care whether it is played or not. An 18 to 20-foot frontage should be the minimum. This will provide the fundamental flash of the game itself.

Cost of the game should depend on probable receipts. A purely novelty attraction must pay for itself very quickly. A standard, dependable earner should cover its cost during the first season's operation. Playing capacity must be large enough to provide the necessary gross return if only night or week-end play is obtained. Playing capacity can easily be determined by the time required to play a game and the frontage per playing unit. A game two feet wide which takes 30 seconds to play would show an hourly capacity of 60 games a front foot. At a nickel a game this amounts to $3 a front foot; for a 10-unit setup with a 20-foot frontage capacity would be $60 per hour, which is a good figure.

The game should be easily controlled by the attendant without interference, irritation or delay to players. Operating expense should be low. A game that requires large power expense or service of boys for purposes other than attention to players places too great a burden upon its receipts. The game should be strongly built with no recurring breakage that may put it out of order when busy. Replacements of parts shoud be simple and the game mechanism itself must offer no difficulty to any handy person.

Play Appeal Imperative

The game must have play appeal—the intangible "it" which attracts the player and keeps him interested. A game with no repeat value serves no purpose. The player must want to play and be put in the frame of mind where he keeps on playing with no conscious thought of material reward. The game should have that expensive, well-developed appearance which makes the player feel he is using costly equipment. A cheap or poorly dressed game makes the player feel he is being taken in as a sucker. When he feels he is getting his money's worth he will play; otherwise he will keep away and have a low opinion not only of the game but of everything connected with it.

The player must actively participate in the game to keep him interested. All classes of people should compete on almost equal terms. He must not be made to appear foolish, weak or inferior. In farming sections and particularly in Northern Maine no man will play a game unless he can appear skillful. The girl friend must be impressed; otherwise he is resentful. The game must be easily understood by players and spectators. Complicated playing instructions delay play at all times. The prospective player must feel that he understands the game so that he will be under no disadvantage. The action of the game should be seen by spectators at a distance to give the players an audience, which most of them desire, and also to attract their continued interest.

The game should have movement, color, action and a small element of uncertainty, which may or may not give the player a break. The player must believe it is on the level with no gimmicks or control of its operation by the attendant.

Installation and Operation

When installing games do not sell them short; give them every possible advantage as to location. A good game hidden away where the bulk of the people do not notice it results in a real loss of revenue. Too noisy counterattractions drive possible attention away. On the other hand, a long quiet walk kills the spending urge. Games tie up with refreshment and drink stands as neighbors because they then strike the people in a satisfied, receptive mood.

Frontage should be as large as possible. The game should not be squeezed into place with a shoe-horn. Players should have room enough to avoid interfering with one another, passers-by and spectators. Attendants should be able to circulate freely and give proper attention to players. Shoving and pushing never helped the cash box. The building should be as high as possible to create an impression of spaciousness, especially for hot-weather periods. Height will also attract spectators as well as provide background for an attractively colored and lighted front. All lettering should be clear and distinct with good visibility in either sunlight or artificial light. Cover for rain should be provided by an overhanging canopy or setting the game back far enough to allow protection for players and spectators.

Successful operation of the game is no hit-or-miss proposition dependent upon luck or chance. A properly selected game must have sound, intelligent operation in its presentation to the public to make it a financial success. Cleanliness of the game and premises, combined with perfect mechanical maintenance, lay the groundwork. Neatly dressed, polite and courteous attendants furnish the direct contact between game and public. Smart alecs and short-tempered roughnecks drive business away and antagonize players.

Experience in Europe

Last year the writer operated games in Europe and was told that the playing public there must be forcibly dragged in to play. It was suggested that the game be set up flush on the walk and that a loud-talking, smooth-tongued "barker" stand out in front to get business. This was tried for one day with varying results. The next day the game was set back eight feet from the walk, the talker was fired and a quiet-spoken, attentive boy was engaged with instructions to talk only to players. This change had an immediate effect. A steady group of players patronized the game regularly. They brought friends and the reputation of the game spread thruout the city. A young woman was engaged for afternoons. Children and mothers were politely handled. Each child received a small, inexpensive souvenir in the form of a white elephant. This method of high-toned operation offered so drastic a contrast to what the people usually received that the game became an outstanding success. The use of a woman attendant gave mothers confidence in the game. They therefore played it with their children during the slow part of the day. There was no constant "barking" to offend players. They were able to concentrate on their efforts and become completely absorbed in their play. Players returned again and again with friends. They never passed by again without stopping to play. This meant steady, dependable returns over the entire operating period.

It is important that attendants learn names of steady players and show them special courtesies wherever possible. A small gift, a pleasant word, a discussion of play, possibilities of improvement, remarks concerning their improved ability, results obtained by other players and all topics connected with the play of the game keep playing interest alive over a long period. Success of the very young and old should be played up for all it is worth. Photographs of prominent people should be taken and displayed. These personal touches make the game a live source of interest to all players. They forget that the game is taking their money when they feel conscious only of the desire to play and enjoy themselves.

A new game deserves special attention in advertising. If regular copy is run in newspapers, one line referring to the new game will create direct interest and curiosity. Small signs using a humorous touch in pictures or words can be extremely effective. Souvenirs to children can be stamped or tagged with the name of the game. If prizes are awarded an unusual item can be featured so that people in the park and friends of players will know where it can be obtained.

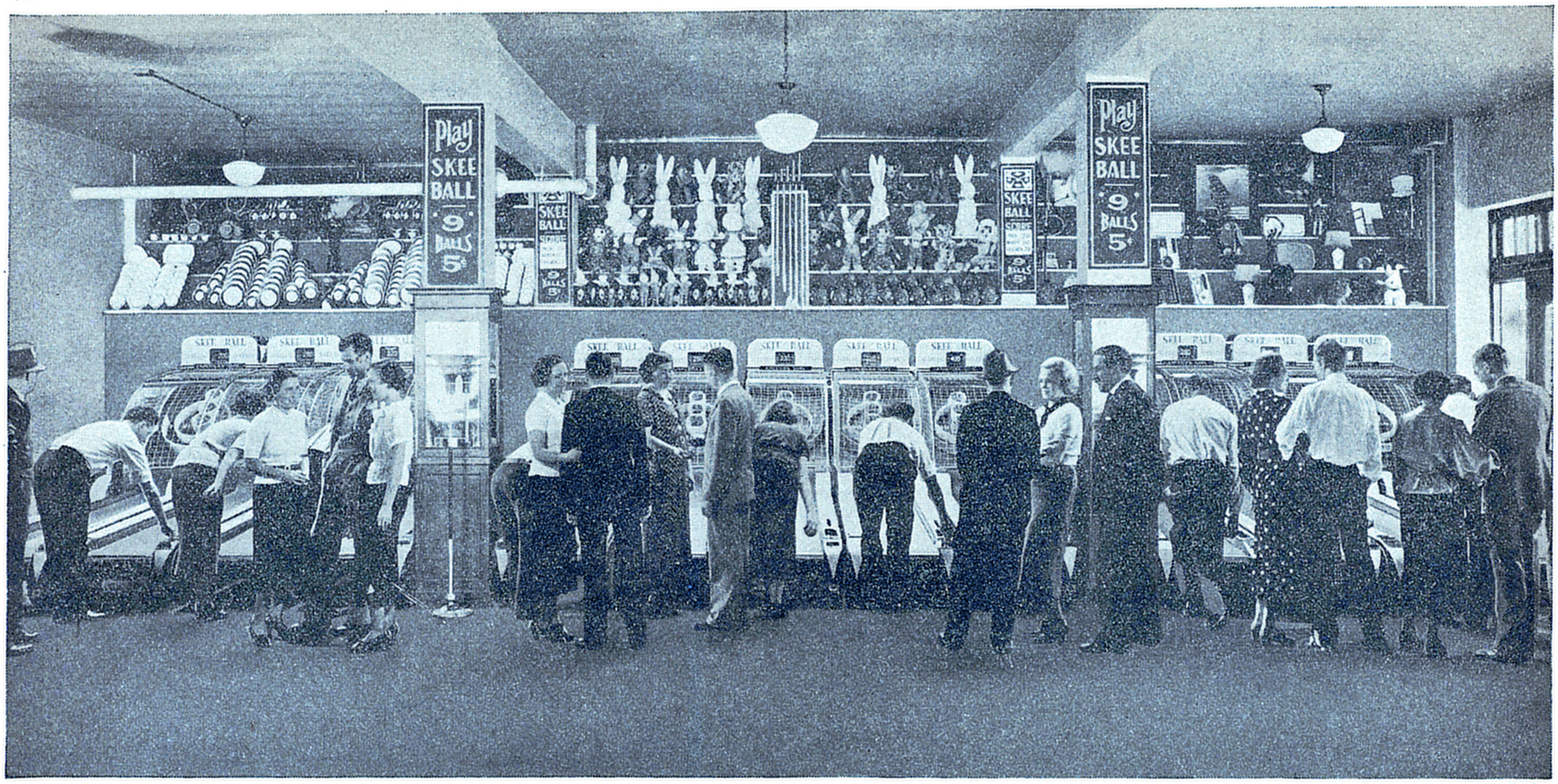
Coupons and Prizes

Very few locations can operate games without prize awards in one form or another. Usually a prize display is featured as part of the game installation. This display can be artistically arranged with attractive unusual items to attract attention of passers-by who otherwise might not be interested in stopping. Lamps, pictures, large dolls and stuffed animals, radios, ship models, cocktail sets, luggage and similar items form the background of an attractive display. Steady customers will be interested in obtaining a large worth-while prize at the end of the season.

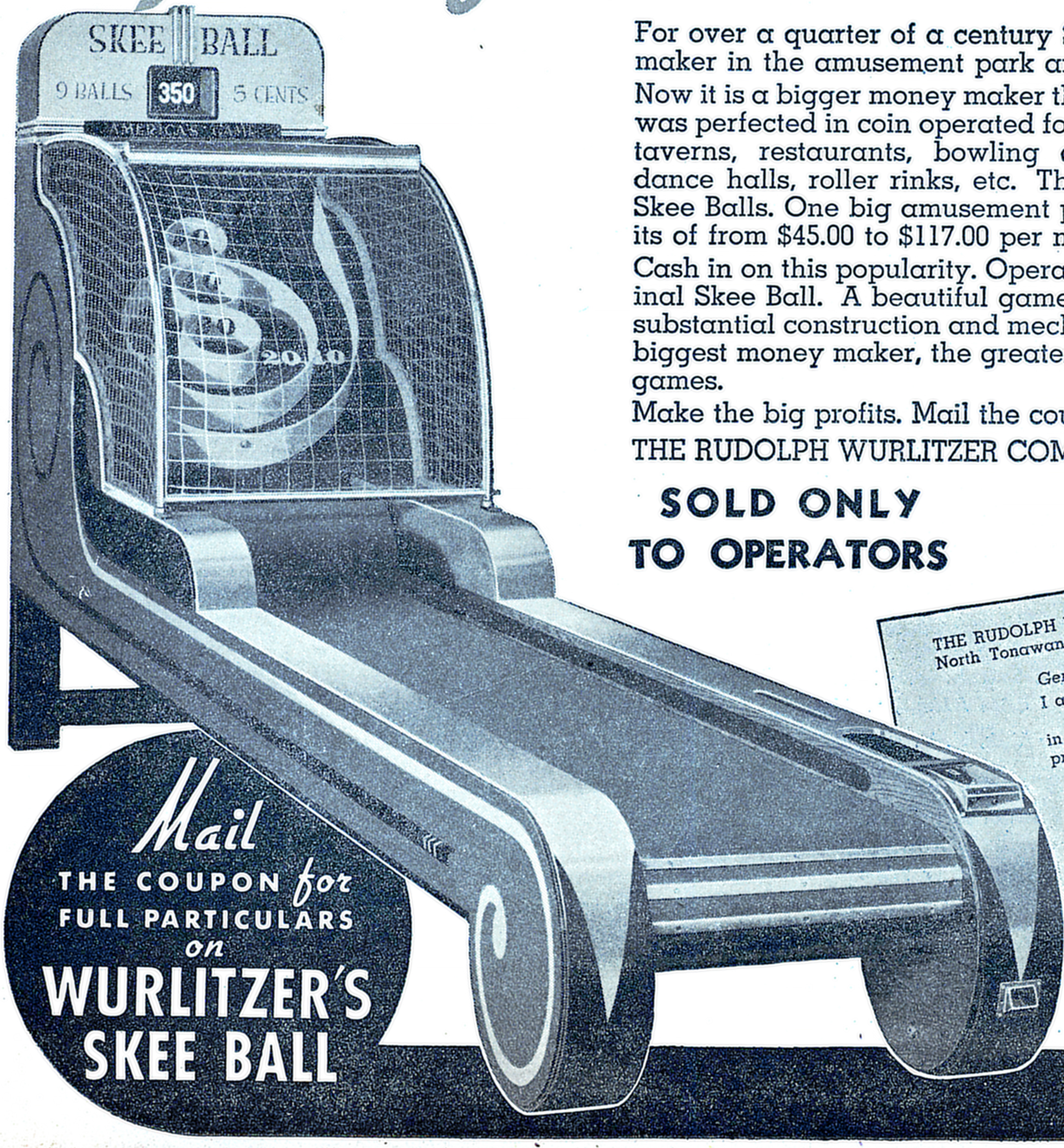
Prizes can be awarded in two different ways. A direct prize can be given for a certain score or result obtained. This prize is inexpensive but gives the player a chance to win something in one game. More valuable prizes can be given by exchanging a number of the small direct prizes for other displayed items.

For steady, regular customers a coupon system is usually more effective. Coupons can be valued at a set amount and prize display articles are marked with the number of coupons required to obtain each item. This system brings the player in closer contact with the game. His name should be entered and remembered by the attendant, who now considers him a regular patron. The coupon system is very flexible. It can provide for special prize awards and extra coupons for special occasions. One very successful game operator in Coney Island, N. Y., combines a coupon system with a direct prize reward of a pack of ciragets or a good specialty item where

(See BRINGING GAME on page 62)



Big Profits in SKEE BALL



For over a quarter of a century Skee Ball has been a big money maker in the amusement park and carnival field.

Now it is a bigger money maker than ever before. Recently the game was perfected in coin operated form and installed in thousands of taverns, restaurants, bowling alleys, billiard and pool parlors, dance halls, roller rinks, etc. This has created a keen interest in Skee Balls. One big amusement park operator reports weekly profits of from $45.00 to $117.00 per machine.

Cash in on this popularity. Operate Wurlitzer Skee Balls — the original Skee Ball. A beautiful game with the eye appeal, play appeal, substantial construction and mechanical perfection that makes it the biggest money maker, the greatest value of any of the bowling type games.

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The Campbell Public Liability Insurance Plan adopted by the N. A. A. P. P. & B. is acclaimed a success. Members of the Association have enjoyed many benefits under this plan; Broader Coverage, Security as well as premium savings. John Logan Campbell, of J. L. Campbell & Co., 913 Munsey Bldg., Baltimore, Md., will discuss this important issue at the Convention Meeting Wednesday afternoon, December 2, 1936.

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RIDES NEW and USED GAMES

Have Parks Come Back?

By CHARLES F. KELLER JR.
Park and Beach Supply Company, Inc.

We who have never lost faith say yes capitalized and underscored. We are firmly convinced after results of 1936 operations that our faith in one of the oldest industries has been justified because the public has always demanded and commanded that it be entertained. Modern research and invention have changed our lives to a point where life today is as unlike that of yesterday as night and day, with one exception. The public has always demanded and commanded that it be entertained. Human nature has in this aspect remained unchanged.

The amusement park, swimming pool or bathing beach operator who realizes this is assured of continued success. True, the disastrous past few years wreaked havoc with many resorts. Some unable to withstand the strain are no more. But they are in the minority. Now with the results of the 1936 season, shown from our own Harry C. Baker Enterprises and operations and reports from many clients and friends, prove that the statement emanating from our office last spring that the wide-awake operator was about to experience an opportunity unknown of for several years was well founded. We are proud of that prediction.

Visiting Is Valuable

A measure of this success can be attributed to the park manager or operator with the foresight to have visited fellow park managers with the thought of exchanging ideas and diligently carrying out a program of policy prepared in advance of scheduled opening date and who has visited fairs and centennials to obtain latest in construction and operating ideas with a view towards reconstruction of fronts of structures, rides, etc. The operator who has not availed himself of these opportunities has missed something. In 1937 several of these fairs will continue and should be visited if at all possible. This office has always been of the belief that the operator sticks too close to home and has advocated he visit other parks and expositions to learn first hand of latest developments in our industry.

Another criterion of success is the report from the home office in Chicago of the National Association of Amusement Parks, Pools and Beaches and its president, Harry C. Baker, from his office in New York City. Mr. Baker is firmly convinced that the meeting and exhibit of the association in the Hotel Sherman, Chicago, on November 30-December 4, will be the most successful in many years. Practically all exhibit space is already engaged and before November 30 it will be at a premium. Many exhibitors of rides, equipment and supplies who have not attended the past several years and some almost forgotten have reserved space. Firms engaged in production of by-products have taken cognizance and have made offers to furnish speakers of ability and talent.

New Devices Coming

What is the reason for this sudden evidence of active interest? There is only one answer—parks have come back. During the past four or five years we

(See HAVE PARKS on page 72)

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: If the weather "does a waltz" (which is jargon for being good) this winter roadside places hope to do some kinda biz. If the clime don't chime, then it will mean many early closings. Abe Hellman off for his annual winter jaunt to Florida, making wayside stops.

W. Earle Andrews, who was a biggie around Jones Beach a number of years, is now prominent in World's Fair arrangements around the grounds in Flushings. Sands Point Beach Club slightly damaged by fire. Frank Buck in Texas, where he'll remain until early in December, thence return to the Frank Buck Animal Jungle at Amityville. Broad Channel Hofbrau closed for winter, but will open in spring.

Small blaze did damage to La Casina, Jamaica, but spot was opened the following night. Max (Riis Park) Fuchs and the missus back after making an extensive tour thru the Canadian hinterlands. Banjo Eddie Noto heading south. Sale of properties in Suffolk County for nonpayment of taxes included a bathing pavilion on the North Shore. Talk about the opening of a swimming pool in Queens County for colored folks next spring being renewed. What becomes of Long Island's 700 life guards in winter? Skee-Ball interest being renewed around these parts after a little bit of a lull.

A note of real Trojan spirit is being added to work being carried on in improvement of Riis Park at Neponsit. If the spot is to be finished by spring, officials said, the work would have to take on more snap. Thus the added enthusiasm.

ROCKAWAY BEACH: Most popular drink around here in summer is the Tom Collins, while beer and rye whisky prevail in other seasons, John Boyd reported after a survey. Dick Bressler, erstwhile singing waiter at Allen's, now a member of New York City police force. Al Margolies, ping-pong concession operator on the Walk, selling advertising illustration matter for winter.

Lot of objection has been filed in connection with a huge billboard advertising beer at foot of Cross Bay boulevard by civic associations. They charge that the sign is "distasteful and too degrading to the natural scenery." Art Johnson, many years well known in magic and musical circles, now editing *The Wave,* old local weekly. Johnson's comments on amusements are important features of the paper.

Theatrical Agents Ed Wolfe and Charles Wilshin bosom companions. Rockaway Arena at Edgemere not sponsoring roller skating after making tentative plans to do so. Spot put on weekly boxing and wrestling shows the summer past, but with not too much success from the financial standpoint.

LONG BEACH: Promotion work in connection with dog races at Mineola next summer will be focused around this community because it has the class of people who patronize the events. Jack Dempsey may figure in operation of one of the big hotels here next summer, tho up till now it is only rumor. Billy Hess will run a drinking bar near the World's Fair in Flushing.

STRATOSPHERE MAN
See Photo on Page 69
Showing
DIZZY HEIGHTS OF THIS ACT.
Address Care The Billboard, Cincinnati, O.

Summer Locations Wanted
Wanted to contact now, Park or Beach Managers who have Summer Skating Rinks for rent by season. Would consider any section of New England as long as park or beach is popular and well patronized. Have equipment to conduct largest possible location and desire at least two. Will furnish best of references and experienced employees for operation.
FRED. H. FREEMAN
Winter Garden, - Dorchester, Mass.

MINIATURE TRAIN
Genuine Steam Locomotive and six Cars. 12-inch gauge. In A-1 mechanical condition with factory guarantee. $1,000 Cash. No deals.
H. E. LUSHBAUGH,
109 North Dearborn Street, Chicago.

TURN TO
PAGE 133

"LOOPIT"

TRADE NAME REG. PAT. PEND.

It's New!!

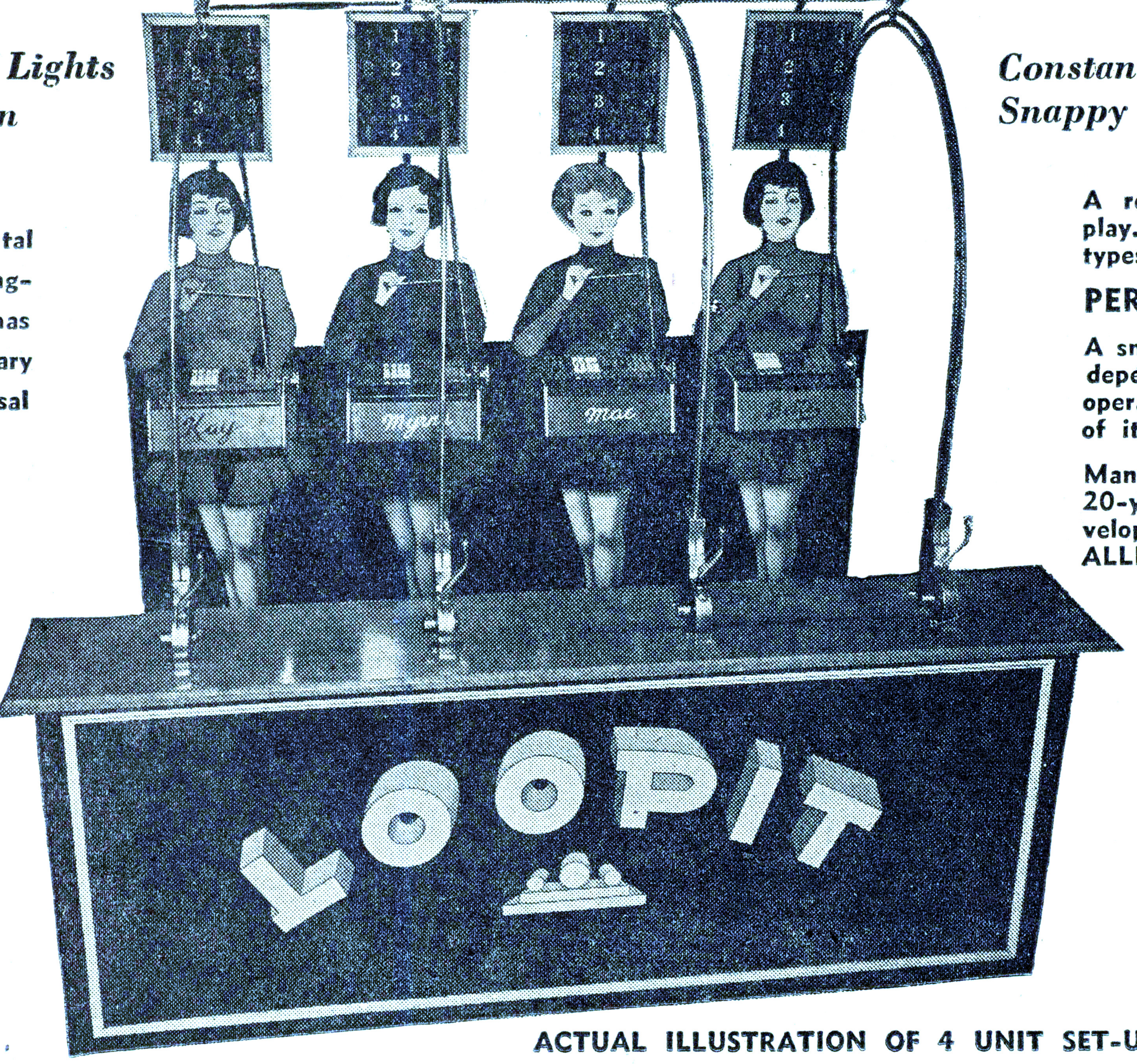
Flashing Colored Scoring Lights
Thrilling Shooting Action

Two years of thorough experimental development and operation in England, Europe and U. S. A. has resulted in LOOPIT, a revolutionary new type of game with universal playing appeal.

The figures representing cigarette girls are 20" wide and 59" high. The shooting mechanism is mounted on a counter 33" high by 14" wide. The distance from front to rear is only 6'.

The average game takes less than 30 seconds to play. A 20' frontage with 12 units has a capacity of more than $72 an hour.

WRITE FOR FREE CATALOG



ACTUAL ILLUSTRATION OF 4 UNIT SET-UP

It's Sensational!!

Constant Compelling Movement
Snappy Attractive Girl Appeal

A real game of skill that all can play. Legitimate everywhere for all types of locations.

PERMANENT or PORTABLE

A small investment will bring steady, dependable, long time profitable operation. The lowest priced game of its class ever introduced.

Manufactured and guaranteed by the 20-year-old organization which developed SKEE BALL and SKEE ROLL ALLEYS.

LOOPIT is the game you have been looking for.

It is sure FIRE—you cannot go wrong

Manufactured and Distributed by
PIESEN MANUFACTURING CO.

★ ★ ★

See **LOOPIT** *in operation at Booth No. 48—NAAPPB Convention, Nov. 30th to Dec. 4th*

PIESEN MANUFACTURING CO. 2757 Stillwell Avenue, Coney Island, N. Y.
Tel.: Coney Island 6-2220

American Recreational Equipment Association

By R. S. UZZELL

To one on the sidelines, trying to be impartial in conveying the news and activities of the industry, it would appear that President Harry C. Baker, of the NAAPPB, is actuated by two motives, both of which are very commendable. Balancing the budget of the National association and making it more democratic seem to receive his first consideration. His expressions in several places seem to confirm this attitude. It is asking a lot of a man to give so much of his time and so freely when much of it is needed in his own business, as in all business today to make the grade for the new day in the amusement park business. His efforts are going to be appreciated and will show results.

The program for the Chicago meeting carries the answer to some of the vital questions confronting us for 1937. More time will be given this year for discussion so you alone are to blame if you sit silent and your questions are not brought out. A few ever-present questions are always before us, so why ignore them?

"Something Has Been Done"

Public liability insurance seemed to call for a lot of attention but without results. But this very persistence is precisely what was needed to get the results. Where are the men who once said, "There is no use to waste more time; one big insurance company has us by the neck and no one else will take the risk?"

Something has been done and, according to Baker, more will be done. Our own relations with the new company have been very satisfactory. None of these results would be enjoyed today but for our organization. None of us alone would have even obtained a hearing. United, we got the reduction by furnishing volume and co-operation. Here again an insurance committee gave freely of their time and left their business in the busy season to work for the common cause.

Taxes Need Attention

Taxes, larger and more of them, are calling for attention. It was the war tax back in 1919 that united us and its removal was the nucleus around which we reorganized the Outdoor Showmen of the World into the National Association of Amusement Parks. "The Immortal Nine" who met in Chicago in December, 1919, to decide whether to toss in our hats or the sponge decided that the organization was needed and must go on.

Only five of the nine survive. We agreed to boost and meet in Chicago again in February, 1920. We had 34 in attendance and constantly advanced until 1930. The Toronto meeting in 1934 marked our lowest ebb in the second wallop we have experienced. Each meeting since has been better with a fine prospect for 1936 coming back to Hotel Stevens days.

One prominent park man who has not attended a meeting since the one in the Pennsylvania Hotel in 1932 has told us he is coming to Chicago this year. His park needs revamping and he knows where to go to get the latest and tested ideas.

Lesson From Riverview

There will be men there who can tell him that it can be done, because they have done it. Riverview Park could justifiably have sung the swan song after suffering the depression and, hardest of all, the blow struck it by the Chicago World's Fair, but it turned defeat into victory by using salvage from the fair to rehabilitate the park. Young Schmidt is on his toes and knows what it is all about. He is only one of several gloom-chasers who will circulate at the Chicago conclave.

Just make known your headaches to any of the old-timers and you will be introduced to someone who will make you ashamed of yourself and will inspire you with new pep and go. You will come away from Chicago determined once more to step on the gas.

Complete Program of AREA in Chi

PROGRAM of the American Recreational Equipment Association (Manufacturers and Dealers' Section) of the National Association of Amusement Parks, Pools and Beaches, Hotel Sherman, Chicago, Monday, November 30.

7:30 p. m.—Meeting opened by George H. Cramer, president AREA, introducing Harry C. Baker, president NAAPPB., and A. R. Hodge, secretary NAAPPB.

Address of Welcome, George H. Cramer, president AREA and president Spillman Engineering Corporation, North Tonawanda, N. Y.

Getting Together for Greater Profits, C. D. Bond, Dodgem Corporation, Lawrence, Mass.

This Way to Fortune, Paul S. Bennett, manager games division, Wurlitzer Company, North Tonawanda, N. Y.

Lumber as Used in Amusement Parks—Its Selection, Inspection and Preservation, Leo Kramer, Chicago Lumber Institute, Chicago.

Use of Metals and Alloys in Amusement Parks, representative of Carnegie-Illinois Steel Corporation, Chicago.

How I Collect Small Accounts, William Rabkin, International Mutoscope Reel Company, Inc., New York, N. Y.

What Park Owners and Carnival Owners May Expect from Manufacturers and What Manufacturers May Expect from Park and Carnival Owners, John Wendler, president Allan Herschell Company, North Tonawanda, N. Y.

What the Amusement Park Man Expects of the Device Manufacturers, Benjamin Krasner, general manager Lakeside Park, Denver.

Export Business in Amusement Park Devices—Past, Present and Future, Richard F. Lusse, Lusse Bros., Philadelphia.

New Laws Pertaining to Conditional Bills of Sale, C. V. Starkweather, secretary Spillman Engineering Corporation, North Tonawanda, N. Y.

Slogan for this convention: "Let Me Help Anywhere I Can."

Note: All members and visitors of NAAPPB, fair association, carnivals and Showmen's League are invited to this showing.

EXECUTIVE SESSION (Open to Division Members Only)

President's address and report on the organization of the American Recreational Equipment Association.

Report of treasurer.

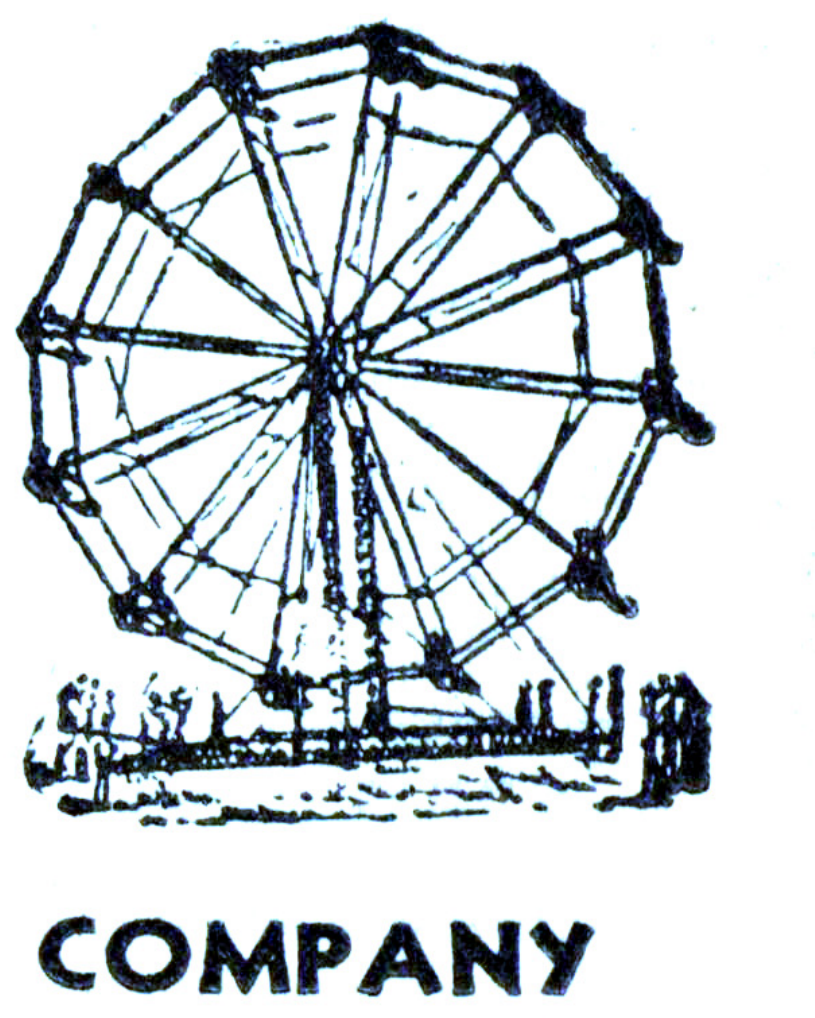
Reports of chairmen of standing committees.

New business.

Report of nominating committee.

No. 16 BIG ELI WHEEL

An ideal profit-paying Ride for any Amusement Park. Occupies a space 38 feet deep by 38 feet wide, clear of obstructions to a height of 60 feet. Compare this small area to that occupied by other park devices. Why not install a No. 16 Wheel in 1937? Write for information.



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

ALL TYPES OF
KIDDIE RIDES
12 Rides To Select From. Each Model Up to Date in Design and Finish.
See These Rides Before Placing Your Order.
We Make Deliveries as Promised.
PINTO BROS.
Coney Island, New York
Pioneer Mfrs. of Kiddie Rides

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

A Good Job Done Well

By CYRIL (CY) D. BOND

Sales Manager Dodgem Corporation

When a good job has been done someone ought to say something about it, for there is nothing like success to breed greater effort for greater success. When someone gives you a pat on the back and says, "Old fellow, that was a good job," what do you do? If I know human nature, you go right out and try to do a better job.

That's what the outdoor showfolks did in 1936—a good job, from the smallest carnival and traveling show to the biggest circus and from the smallest camping site to the biggest of amusement parks. You may say it was in the bag. So it was, but it took good old American backbone and elbow-grease to get it out and make it good.

There were a lot of fellows who were mightily disheartened in the last three or four years. Everything one touched seemed to go wrong until it seemed just no use.

What Public Wanted

Some said the carnival and amusement park were done; that the automobile, race track, corner drinkeries and dance halls had put an end to the business and they were ready to fold up and quit. Did they? I'll say not! Thru their various local and national associations and this *Billyboy* they got down to brass tacks, studied their individual and collective troubles and went to work to build a new industry from the old one. It's the same business with a new angle.

The old amusement park and the carnival were built around rides. It was thought that the more rides one could get together in one place the more profitable the enterprise would be and on the buildup this was more or less true, as results showed. There came a day when the limit was reached and then receipts went the other way. What was the matter; why the change; what happened? Nothing happened except that old John Public wanted something different to go along with his rides. It took some of us a long time to figure it out but the 1936 season found owners, operators and managers with a real program of activity that appealed to old John Public. They brought him out and made him play. He had such a good time that he came again and again. It sounds easy, but it took a lot of hard work to plan a new program.

Better Comeback Made

Early last season one of the leading park managers of this country said to me, "Cy, I have every day except Monday and Friday taken care of and within two weeks I'll have these days as good as the rest," and he did. That park grossed nearly as much in 1936 as it did in the first and second years that it operated. Luck, in the bag or just the times? No, hard work and study did it. This is not an exceptional case, either. I know other fellows who we all thought were done, but they put old operations into new settings that were the talk of their territory for 50 miles around. Rides took in money like old times and crowds came. So it goes on; if I were to talk to you personally I could tell you stories of comebacks that sound like fairy tales.

Personally, I think the showmen of this country have made a better comeback than in any other industry at the present time, for I feel that it is a healthy growth and will continue for a good many years. They will not be caught napping again, for they will make necessary changes in their operation and think ahead, realizing that in the show world only in change do they interest the public to play.

From my personal observation, there is not going to be any guessing and throwing away of good money in the years to come but a real study made of what will appeal to the greatest number of people.

Program of Competition

This is true of every line of business serving the public. Following are 35 features of entertainment listed on the program of a steamship company that specializes in cruises:

Morning Health Parade, Morning Concerts, Get-Together Dinner, Vaudeville Artists, Masquerade Ball, Amateur Theatricals, Professional Plays, County Fair, Gala Night, Spanish Night, Ping Pong, Sports Contests, Contract Lessons, Contract Club, New York; Tropical Night, Keno, Bridge Parties, Lectures, Motion Pictures, Swimming Pool, Night Club, Camelot, Children's Party, Moonlight Swim, Swimming Pool Buffet, Dancing Under Stars, Hollywood Celebrities, National Tours *Follies*, Our Oown Beach, Tea Dansants, Backgammon, Horse Racing, Dinner Concerts, Deck Games, Farewell Dinner and Farewell Dance.

All of this is at no extra charge (and this is part of the outdoor showman's competition). In this list there is a lot of food for thought in building a program of entertainment for amusement parks.

Since the days of Adam and Eve in the Garden of Eden play has been the everlasting desire of everybody. Our problem is to make interesting entertainment that will appeal to the greatest number at the greatest profit. *What are your plans for 1937?*

Sutmier Quits Meyers Lake

CANTON, O., Nov. 21.—Nick Sutmier, several years in charge of the exploitation department of Meyers Lake Park here, has resigned his full-time post with the park company to become affiliated with the advertising department of a manufacturing company. He will continue to handle publicity for Moonlight ballroom here and in near-by towns during the winter season in addition to doing some band booking for the ballroom. Prior to coming to the park here, he held a similar position in Puritas Springs Park, near Cleveland.

BRINGING GAME——

(Continued from page 56)

only one direct award is made to a player.

Percentage of prize awards to gross returns varies considerably in different locations. This percentage can run from 10 to 50 per cent of receipts, depending on the type of game used, class of customers playing, rental, overhead and other factors.

The importance of spectators cannot be overstressed. Attendants should talk to them as well as to players. They must understand the game and be able to follow its action. They are an important part of the show. People are attracted by a crowd; what interests others interests them. When the game is quiet the attendants should play. A dead game is worse than an empty ballroom floor. Attendants must always appear interested in what is going on.

Popular interest, evident enjoyment of players, interest of spectators and plenty of action will put a game across.

I WANT TO LEASE

A Park With Possibilities (I'll do the rest). If I can't get that—what have you? I have experience, personality and cash. 1937 will be a big year. Doubt it? Then let me lease it. I'll be at the NAAPPB Convention next week, or write

R. (Hustling) HAYNES
Haynes' Community Store, 2325 Central Ave.,
MIDDLETOWN, O.

REDUCE PUBLIC LIABILITY ON YOUR COASTER

by installing Practical Lock Handle Bars. We will demonstrate this bar at the convention. We also manufacture Fun Houses, Miniature Railroads, Coaster Cars and Equipment, Mill Boats and Mill Equipment.

THE NATIONAL AMUSEMENT DEVICE CO.
113-39 Hatfield St., DAYTON, O.

New Shooting Gallery Catalogue

We have just issued a comprehensive catalogue of Mechanical Shooting Galleries for Parks, Arcades, Sportlands, Carnivals, Clubs and Private Estates.

Send for a free copy now.

W. F. Mangels Company CONEY ISLAND NEW YORK

Complete NAAPPB Program in Chi

(Continued from page 54)

Report on first year's activities by the Special Liability Insurance committee: N. S. Alexander, chairman, lessee Woodside Park, Philadelphia.

A review of the Public Liability Insurance situation: John Logan Campbell, J. L. Campbell & Company, Baltimore.

Executive session of the NAAPPB, roll call, reading of the minutes, annual report of the secretary, annual report of the treasurer, report of audit of the treasurer.

Report of committees, AREA awards, competition, exhibit arrangements, foreign relations, Labor Day, membership, music royalty, pool and beach, publicity, resolutions, Swim for Health Week, convention locations, entertainment (?), historian, legislative membership rate investigation, nominating, reception and social, safety code, transportation and freight.

Announcements.

Note: Members are all urged to participate in the contest arranged for Thursday afternoon covering outstanding promotions for 1936. This subject offers the greatest possible value to members present, but its benefits will be measured entirely by the co-operation given the program committee by those members present. Everyone is urged to do his share.

7:30 p. m.—Joint banquet and ball National Association of Amusement Parks, Pools and Beaches and the Showmen's League of America. **Grand ballroom.**

EXHIBITION HALL OPEN 9 A. M. TO 1 P. M.

Thursday, December 3

9 a. m. to 1 p. m.-2:30 p. m. to midnight: Exhibition Hall open to visitors.

1:30 p. m.—Program session of the NAAPPB, Grand ballroom.

How To Overcome the Handicaps of Both Hot and Cold Weather Situations—Roy Staton, president, Springlake Amusement Park, Oklahoma City; E. L. Crain, president, Sylvan Beach Company, Houston, Tex.; Fred W. Pearce, president, Fred W. Pearce & Company, Detroit.

Do Outstanding Bands Pay? Arnold B. Gurtler, president, Elitch's Gardens, Denver; Arch E. Clair, manager, Norumbega Park, Auburndale, Mass.; Paul H. Huedepohl, Jantzen Beach, Portland, Ore.

Modern Coin Machine—Its Possibilities in Amusement Resorts, Harvey J. Carr, editor, *Coin Machine Journal;* Walter W. Hurd, Amusement Machines Department, *The Billboard.*

New Fronts on Old Devices—Do They Pay? Edward Schoeppe, Alexander, Becker & Schoeppe, Philadelphia.

Promoting a Sane Fourth of July, Julian M. Bamberger, president, Lagoon Resort, Salt Lake City.

What Park Owners and Operators Expect From Ride Manufacturers, A. B. McSwigan, president, Kennywood Park Corporation, Pittsburgh; E. E. Foehl, manager, Willow Grove Park, Philadelphia; Norman Bartlett, North Tonawanda, N. Y.; R. S. Uzzell, secretary, AREA.

Modern Lighting for Amusement Parks, Expositions, Pools and Beaches, Nat A. Owings, Skidmore & Owings, Chicago, formerly director of concessions, A Century of Progress Exposition.

Modern Paint for Modern Lighting and Modern Architecture, Otto Teegen, Scott & Teegen, New York City; supervisor of paint, A Century of Progress Exposition.

Nonsense—Magical and Otherwise, Harry K. McEvoy, Chicago; representing 30 leading hotels from Coast to Coast.

Road and Walk Coverings for Amusement Parks and Fairs, Richard McLean, paving expert, Chicago.

Restaurants in Amusement Resorts, F. W. A. Moeller, manager, Waldameer Beach Amusement Park, Erie, Pa.

Should Small Rides Be Under Cover—Does the Return Justify the Investment? Charles F. Keller, Jr., Park and Beach Supply Company, Inc., New York City.

Selling Your Amusement Park to Your Community, Harry J. Batt, general manager, Pontchartrain Beach, New Orleans; Edward L. Schott, president, Coney Island, Inc., Cincinnati; Charles Deibel, president, Idora Park, Youngstown, O.; John L. Coleman, vice-president, Riverside Amusement Park, Indianapolis.

What About Bank Nights and Similar Attractions? Abe Frankle, president, Riverview Park, Des Moines, Ia.

Stopping Leakage Thru Thief-Proof Methods, C D. Trubenbach, president, Perey Manufacturing Company, New York City; James J. Onorato, manager, Steeplechase Park, Coney Island, N. Y.

Outstanding Promotions for 1936, a free-for-all contest open to all members for a cash prize of $25.

Announcements.

7 p. m.—Directors' meeting. House on the Roof.

EXHIBITION HALL OPEN 9 A. M. TO 1 P. M.-2:30 P. M. TO MIDNIGHT.

Friday, December 4

9 A. M. TO 1 P. M.-4 P. M. TO 7:30 P. M., EXHIBITION HALL OPEN TO VISITORS.

1:30 p. m.—Program session of the NAAPPB. Presentation of the newly elected officers of the NAAPPB.

Should Amusement Parks Own and Operate Their Own Amusement Games? George A. Hamid, president, George A. Hamid, Inc., New York City.

What Effect Do Centennial Expositions Have on Near-By Parks, Pools and Beaches? J. E. Lambie, Jr., Euclid Beach Park, Cleveland; Dudley H. Schott, superintendent, Euclid Beach Park.

Progress on the 1939 World's Fair in New York City—What Part Will the NAAPPB Have in Midway Activity? Frank W. Darling.

The World's Greatest and Cleanest Midway for the ***New York World's Fair, 1939,*** Norman Bartlett, North Tonawanda, N. Y.

Will He Pitch or Pinch Hit? M. J. Donahue.

Swimming Pool Program, Harry A. Ackley, presiding.

Subjects for Open Discussion—

Admission Prices—Are You Charging a Fair Price?

Method of Developing the Swimming Lesson Income.

Methods of Fostering Attendance by Children.

Pool Sediment Cleaning Devices, Including Use of Diving Helmets.

Elimination of Algae.

24-Hour Operation of Filter Plants vs. 8 or 10-Hour Shutdowns.

Under-water Illumination of Deep Ends of Diving Pools, Edward Schoeppe.

Under-water Illumination for Swimming Pools Now in Operation.

Sterilization of Sand Beaches, Pools, Deck and Locker Room, A. K. Morgan.

Discussion of the decline of night swimming business and reasons therefor.

Are Swimming Meets, Water Carnivals and Aquatic Shows Worthwhile and Profitable? Bert Nevins.

Advertising—Newspaper, Radio, Billboard, etc.

Renovizing Swimming Pools with Paints, etc., Harry A. Ackley.

Barricading Sand Beach Areas from Pool Areas, N. S. Alexander.

Bathing Costumes of the Future for Men and Women, Paul H. Huedepohl.

Co-operation Amongst Local Competitive Pool and Beach Operations, Arthur E. French.

Combating the So-called "Athlete's Foot" Bogey, Charles Schroder.

Automatic Sterilization of Pools vs. Hand Method, Paul H. Huedepohl.

Report of Service Awards committee.

Announcements.

4 p. m.—Exhibition Hall open to all Visitors.

Meeting Trustees American Museum of Public Recreation. House on the Roof (time to be announced.)

EXHIBITION HALL OPEN 9 A. M. TO 1 P. M.-4 P. M. TO 7:30 P. M.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Thinking Out Loud

Well, the 1936 national convention's inaugural in only a matter of days now. ——And I suppose Secretary Al Hodge, Prez Harry Baker and good ol' Paul Morris, head of the pool program committee, can hardly wait to get going.——Small wonder, too, what with the work these men have put in ever since the close of last year's sessions.

Wonder how many pool men who attend the meetings realize the terrific amount of preliminary work that has to be done.——I mean the boys with the crying towels, that special species who always find something wrong with the subjects discussed or with the manner in which the meetings are held.——Still, you can't satisfy everyone, I suppose. ——Wonder who'll win the blue ribbon for the best exhibit.——And who'll grab the honors for the best paper delivered? ——Know for a fact that Len Schloss, of Glen Echo Park pool, Washington, D. C., even if he doesn't preside over the pool discussions, as is rumored, will do a lot of talking during the meeting.——And rightly so for Len knows whereof he speaks.——If more tank operators did their talking during the actual confabs than in corridors of the hotel after the meetings it would make for better discussions.——But so many are afraid to ask for the floor.——And ironically enough, the pool men who are bashful at conventions and timid about addressing the assemblage always seem to be the same fellas who yell their heads off at their life guards during the swim season.

Mustn't forget to ask someone whether social security blanks now being distributed by the government to employers are also being sent to pool operators. ——Can't seem to figure out how pool men, that is, owners of open-air natatoriums, are going to pay their share towards social security on seasonal employment.——Or maybe I just didn't read the entire rulings.

Gotta remember, too, to write to Alex Ott at Miami Biltmore pool concerning the proposed high-diving champs there this winter.——Boy, those high divers are certainly anxious to get into competition again.——Swell publicity break the Roman outdoor pools, Miami, received in Ed Sullivan's syndicated Broadway column the other day.——Ed has always been interested in swimming, at that, ever since he was engaged to the late Sybil Bauer, backstroke titleholder.

Why don't those in charge of the forthcoming national convention do more to get newspaper publicity on the affair?——Of course, a trade paper goes for the confabs in a big way, but with the exception of a few Chi papers no mention is made in the newspapers of the subjects discussed, which is wrong. ——Many other industries have annual meetings reported in papers thruout the country.——And I think it would be a swell thing for swimming in general if the important points of the meetings were reported in daily papers.——Especially for the swimming pool group, it would bring out to the public the progress this industry has made.——And probably create more pool swimmers. ——Yep, I hope they see to it that the papers report the pool activities this year.——And it isn't too late either.——They should invite all the Chicago papars to send reporters to cover the meetings and also have representatives of news services with branch offices in the Windy City present.——And thinking about publicity reminds me that I have not listed a Christmas stunt for pool men this year.——It's so important, too, that something be done during the holiday weeks to attract business.——Santa Claus parties with gifts for all are trite, to be sure.——But they have always proved good.——A good idea is to run a free party a few days before Christmas for all those street corner Santa Clauses or perhaps those in department stores. ——Such a stunt is sure to entice free newspaper publicity.——Decorations are most essential around this time of year. ——Even tho every theater and store window sports tinsels and the like, the same thing must be done by indoor pools to keep up with the yuletide spirit.——But just a small Christmas tree and a few colored bulbs doesn't do the trick.——Even tho so many of those who run inclosed pools think so.——As in every case, originality is needed here. ——And, in my opinion, it's pools which have unique Christmas decorations that will attract attention.

Can't for the life of me understand why certain swim pools go in for so-called promotional stunts calling for animals or pets to swim in the tank.——Alligator fighting is a swell attraction, but for my money I would like to see such an event staged somewhere else and not in a pool in which the public swims.——For I think it makes for bad publicity when animals are used in the same tank, with possibilities of whispering campaigns anent unsanitary conditions arising.——So in the long run, to my way of thinking, it doesn't pay.——But, then, I'm just thinking out loud.

With the Zoos

NEW ORLEANS—Tables with boxes for small contributions are being placed in Audubon Park Zoo to obtain funds to further improve grounds around the newly dedicated $250,000 plant made possible thru WPA aid. Wolves, coyotes and bears have been moved into the new zoo and the new alligator pool and flying cage are nearly completed. Superintendent Neelis said all animals in the new steam-heated quarters have improved greatly.

DETROIT.—City council has approved expenditure of $8,912 for purchase of a variety of animals and birds for Detroit Zoological Park. Councilman Lodge said about 90 per cent of all specimens in the zoo have been donated by citizens. The zoo closed last week, officials saying this has been the most successful season in its history. A $255,000 expansion program will be started shortly, financed by the WPA, chief item of which is an 1,800-foot trout stream.

PHILADELPHIA.—Bearing his share of 312,981 signatures asking for a "free and modern zoo," a camel staggered into city hall courtyard bearing a sign: "Mr. Mayor, the animals want everyone to be able to come and see us." Mayor S. Davis Wilson received the entourage, which included two ponies as couriers, Girard College Band and a parade of school children. The mayor inspected the signatures as they were unrolled by school children from a cylinder. Names were obtained by the citizens' committee for a free and modern zoo, and were presented by R. Sturgis Ingersoll, chairman, and Charles Edwin Fox, chairman of the committee on youth groups. Mayor Wilson promised that beginning on January 1 the zoo would be free at least five days a week and that the zoo would be rebuilt without cages, the public to be protected from animals by moats.

NORRISTOWN, Pa.—On October 25 Elmwood Zoo celebrated its 12th anniversary. A series of new pheasants and monkeys arrived to mark the occasion. Elmwood Zoo was established in 1924 when Montgomery County Fish and Game Society made a gift of three deer. These were established in a large pen which at the time represented the zoo's entire plant. The zoo development since then has been slow but steady and it has now become so well known that it is crowded every Sunday. The original pen has been enlarged and 25 others added and today the zoo covers 10 acres. S. Cameron Corson is superintendent of the park and city engineer. Carl Brango is keeper. The collection of animals includes 24 species of mammals, 25 of birds and five of reptiles.

Business Situation Summarized

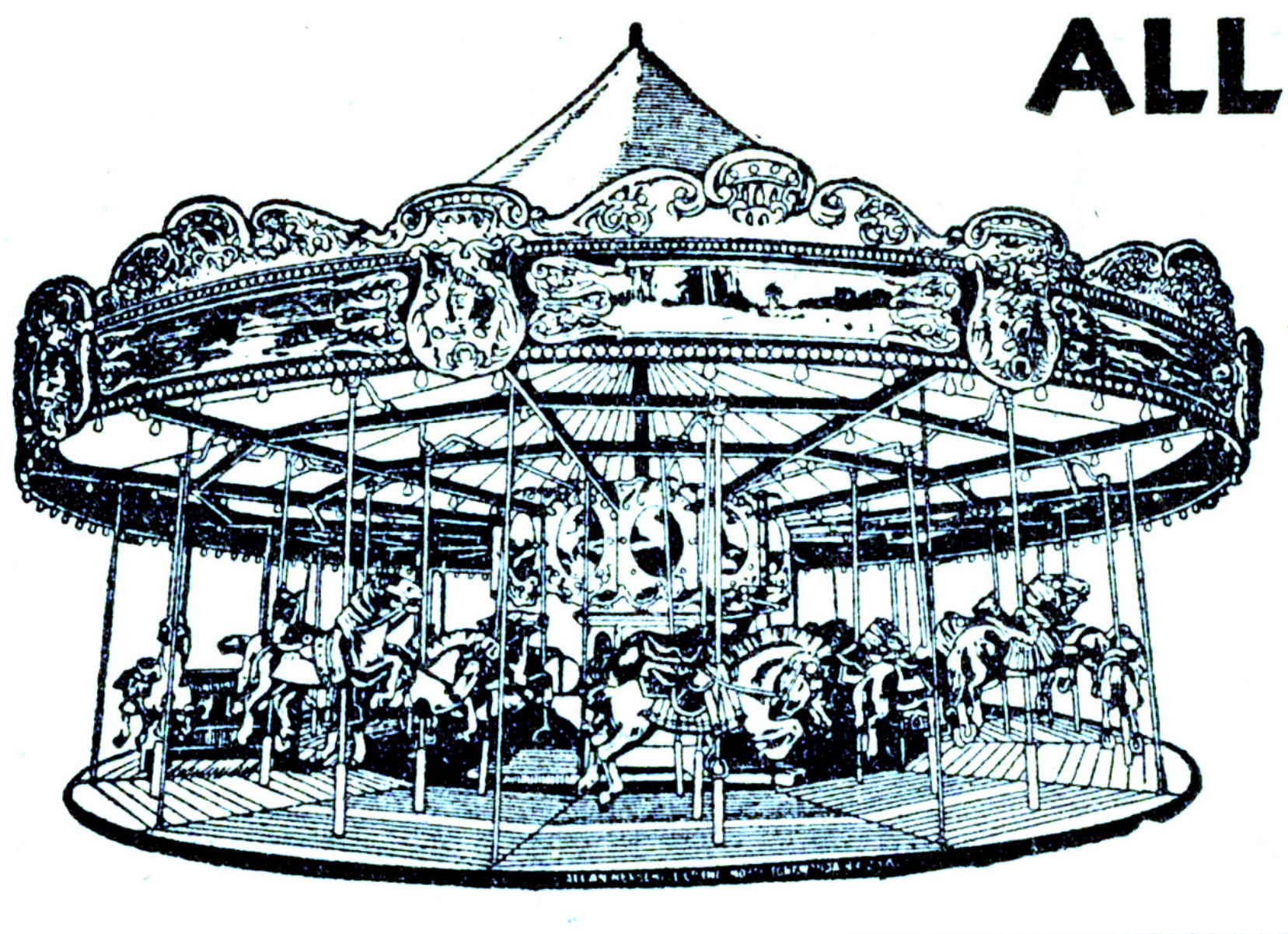
Business activity during October has been stimulated by crop marketings, the seasonal rise in retail sales, the revival of activity in the automobile manufacturing industry, and the rise in employment and consumer income which normally occurs during this period. Industrial production has been maintained at the relatively high level of September, the available data suggesting but slight change in the seasonally adjusted index for the month. In September, the Federal Reserve's preliminary index of industrial production advanced slightly to 109 (1923-25 equals 100), as a result of the more than seasonal increase in mineral production. The seasonally adjusted index of manufactures was unchanged from the August figure of 110, which was the highest for the recovery period.

Changes in the seasonally corrected September production indexes for the major manufacturing industries in general were not large. Pig-iron production increased, but the decline in steel-ingot production caused the adjusted index for the iron and steel industry to drop for the first time since February. Expansion in the textile industry approximated the usual seasonal change; automobile production was about halved by the shift to new models, altho the adjusted index dropped only moderately; plate glass, cement, and lumber production increased after seasonal corrections; and there was a marked rise in cigaret output. An extension of the increase in the output of the machinery industries is indicated by current data; machine-tool production increased, altho the volume of new orders was lower than in August.

The most marked change in the October production series was in the automobile industry, but here the advance was retarded by delays in resuming volume production after temporary shut-downs. Steel output increased. Further expansion in the coal industry was one of the influences contributing to the extra-seasonal rise in freight traffic during October; however, the increase in loadings to a fall peak which is the highest since 1930 reflects more generally the broad improvement in business which has occurred in recent months.

Aggregate employment in September showed a large increase, in accordance with seasonal tendencies. This rise was accompanied by an extension of the upward trend of pay rolls. Increased employment was noted in the construction industry, altho the volume of new contracts awarded declined.

Cash farm income in September increased over the August total, after seasonal adjustment, but was lower than in June and July. The October crop report of the Department of Agriculture stated that heavy rains had caused a remarkable revival in the condition of pastures, but had come too late to have much effect on this year's crop output.—*Survey of Current Business.*



ALLAN HERSCHELL CO.
1937 DELUXE MODEL CARROUSELLS

Made in 3 standard sizes, 40-foot diameter, 36-foot diameter and 32-foot diameter, two or three abreast. Also Special Carrousells of 45 and 50-foot diameter, three and four abreast, made to order. Priced from **$4,500.00 Cash** F. O. B. North Tonawanda, N. Y., and upward. Write for new illustrated catalog. Many Exclusive Features. Indestructible Cast Aluminum Horse Legs, New Indirect Illumination. Special Carved Crestings. New Illuminated Cornices.

ALLAN HERSCHELL CO., Inc.
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8 CAR WHIP

Receipts of new Streamlined 8-Car Portable Whip. W. T. McNally, Eastern State Exposition, Springfield, Mass. Week September 20 to 26, 1936.

Sunday, 20th	$198.65	
Monday, 21st	714.30	
Tuesday, 22d	52.55	
Wednesday, 23d	81.05	
Thursday, 24th	56.05	(Rain)
Friday, 25th	139.95	
Saturday, 26th	174.75	
	$1,417.30	

See our new beautiful Streamlined Whip Car at the Chicago Convention.

W. F. Mangels Company CONEY ISLAND NEW YORK

HOLIDAY GREETINGS from BILL RABKIN
TO MY MANY FRIENDS IN THE AMUSEMENT BUSINESS.
INTERNATIONAL MUTOSCOPE REEL CO. Inc.
516 WEST 34TH STREET, NEW YORK, N. Y.
"Penny Arcade Headquarters"

STOCK TICKETS
ROLLS OF 2,000

1 Roll	$ .50
5 Rolls	2.00
10 Rolls	3.50
50 Rolls	12.50

No. C. O. D.

GET YOUR INQUIRY FOR
Amusement Parks Tickets
TO US AT ONCE AND SAVE MONEY
THE TOLEDO TICKET CO. TOLEDO, OHIO

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Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

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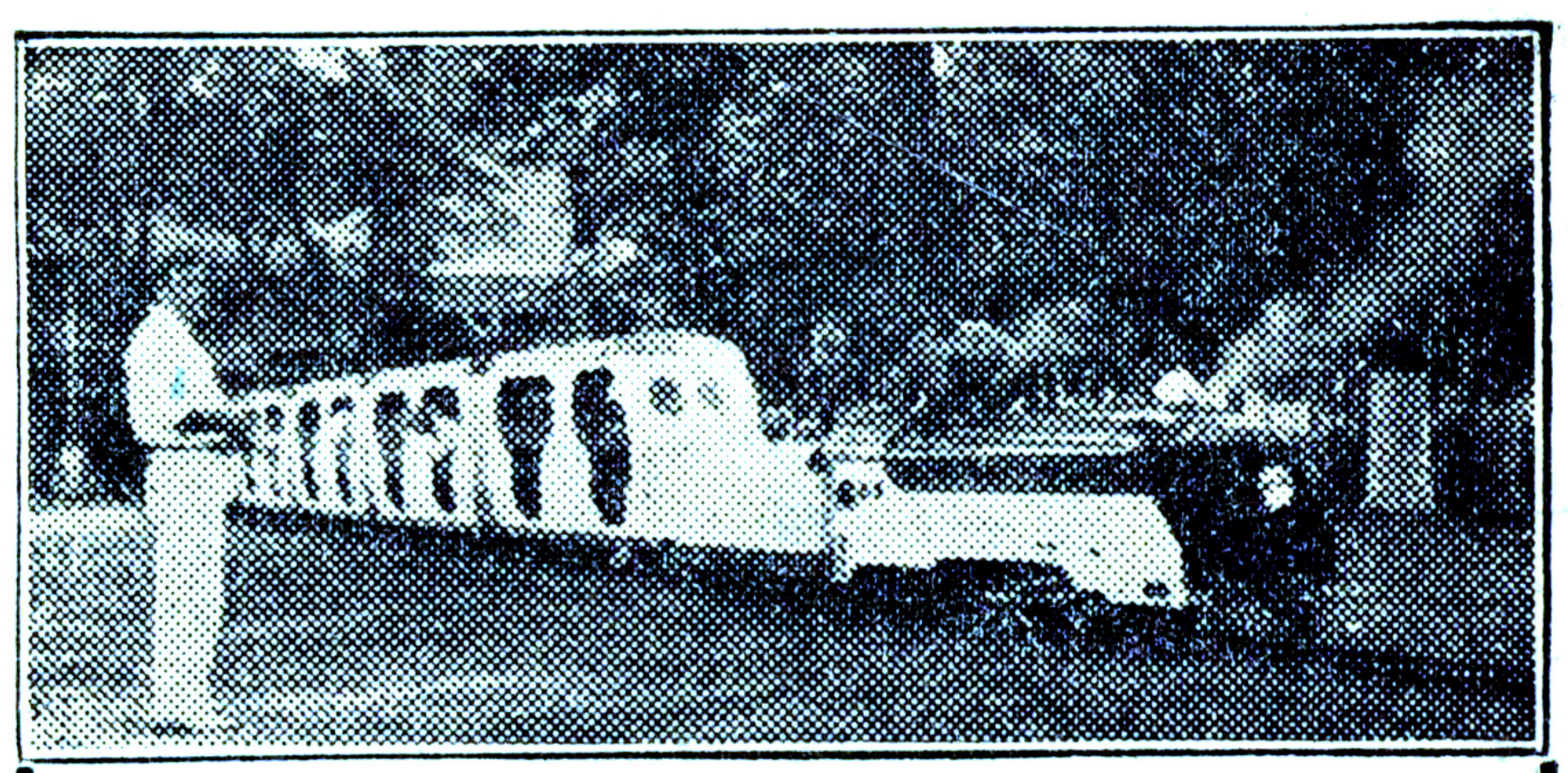

Streamline Miniature Railways for Parks and Places of Amusement.
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BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display thruout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at $39.50. Send for illustrated circular. LAUF-MANOMETER CORP., 4532 Park Ave., New York City.

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MERCHANDISE SECTION
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

IAFE RANGE IS WIDE

Talks To Cover Varied Subjects

Annual meeting program is announced by Hemphill —attendance prospects big

CHICAGO, Nov. 21.—A wide range of topics is covered in the program for the 46th annual meeting of the International Association of Fairs and Expositions, announced this week by Secretary-Treasurer Ralph T. Hemphill, Oklahoma City.

Arrangements for the meeting here in the Hotel Sherman on Tuesday and Wednesday, December 1 and 2, are virtually complete and it is anticipated that attendance will be largest in many years. Practically all fairs, except those hit by extremely bad weather, had a successful season, many of them passing the peak years.

This and the fact that the National Association of Amusement Parks, Pools and Beaches, American Recreational Equipment Association and American Carnivals Association will hold annual conventions and exhibition in the Hotel Sherman at the same time the fair men meet and that the Annual Banquet and Ball of the Showmen's League of America Wednesday night, December 2, will attract hundreds is expected to draw an unusually large number of fair, park and outdoor show people.

Numerous Past Presidents

Officers and directors of the IAFE for 1936 are Raymond A. Lee, secretary of Minnesota State Fair, St. Paul, president; Maurice W. Jencks, manager of Kansas Free Fair, Topeka, vice-president; Ralph T. Hemphill, secretary-general manager of Oklahoma State Fair and Exposition, Oklahoma City, secretary-treasurer; Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, and Ralph E. Ammon, Madison, manager of Wisconsin State Fair, Milwaukee, directors; Lee M. Shell,

(See IAFE RANGE on page 66)

Texas State Will Elect

DALLAS, Nov. 21.—Annual stockholders meeting of the State Fair of Texas will be held in Dallas Chamber of Commerce on December 8, Roy R. Rupard, secretary, has announced. Stockholders will elect directors, who will name officers for 1937, at a luncheon the following week. Present officers are Otto Herold, president; Hugo W. Schoellkopf, T. M. Cullum, vice-presidents; Fred F. Florence, treasurer, and Mr. Rupard.

York Gate Stands Up Well

YORK, Pa., Nov. 21.—Receipts from general admissions to York Fair, despite adverse weather, were only $375 less than in 1935. Sum of $14,551.35 has been paid to date to exhibitors at the 83d annual fair on October 6-10. Secretary John H. Rutter said.

Circuit To Meet in Minn.

BEMIDJI, Minn., Nov. 21.—Annual meeting of Pine Belt Fair Circuit will be held in the courthouse here at 11 a.m. on November 28, it was announced by Secretary Whitney Murray, Wadena. William F. Murphy, Aitkin, is president, and M. B. Taylor, Bemidji, vice-president. Members are Aitkin County Fair; Beltrami County Fair, Bemidji; Itasca County Fair, Grand Rapids, and Wadena County Fair, Wadena.

Paris Official Is Ousted

PARIS, Nov. 16.—Because it was charged that he recently was one of a group of well known authors signing a petition in favor of Charles Maurras, royalist editor in prison for political offense, Francis Latour, associate general commisisoner of Paris International Exhibition of 1937, was ousted from this position by order of the government.

Texas Boards To Step Out Livelier Next Year

DALLAS, Nov. 21.—Virtually every fair in Texas will come out bigger and better next year, it was reported at a meeting here on November 14 of directors of Texas Association of Fairs, who set February 5 and 6 as dates for the annual convention in the Baker Hotel here. The meeting was set up from January.

"County fair groups who last year canceled their shows because of the Centennial have learned their lesson and will come out larger than ever next year," said R. W. Knight, Crockett, secretary of the association. Mr. Knight predicted that the fairs will have more money to spend next year.

Frank Thompson, Sherman, president, conducted the meeting. M. D. Abernathy, Longview, was named chairman of the program committee, to be aided by A. B. Davis, Lubbock; C. A. Duck, Greenville, ,and Ed C. Burris, Lufkin. Others at the meeting included Hammon Moore, McKinney; Pete Smith, Plainview; Frank Weaver, Weaver Badge Company, Dallas, and Roy Rupard, Dallas.

New Arizona Stand Ready

Modern Phoenix plant to be scene of '37 State fair --10,000 attend dedication

By VERNE NEWCOMBE

PHOENIX, Nov. 21.—Arizona State Fair's new $200,000 grand stand was officially dedicated by Harry Hopkins, administrator of the PWA, and given to the citizens of Arizona forever and a day. This event marks a question in the minds of every showman in the nation.

Yes, there will be another Arizona State Fair, State appropriated. for when the legislature convenes it will receive a request to grant $100,000 to be used for a series of attractions of major importance, such as AAA auto races, horse

(See NEW ARIZONA on page 70)

A DISTINGUISHED SERVICE MEDAL is presented to The Billboard, in the scene above, in recognition of its service in the amusement field in general and for co-operation with Great Lakes Exposition, Cleveland, in particular. Left to right: Lincoln G. Dickey director of Great Lakes Exposition; Associate Director Peg Willin Humphrey; Harlowe R. Hoyt, Cleveland representative of The Billboard; Associate Director Almon R. Shaffer. Mr. Hoyt is seen accepting the medal from Director Dickey.

Complete Program of IAFE in Chi

PROGRAM for sessions of International Association of Fairs and Expositions during the 46th annual convention in the Hotel Sherman, Chicago, on December 1 and 2.

Tuesday, December 1, 10 a. m.—Session called to order by President Raymond A. Lee, secretary of Minnesota State Fair, St. Paul.

Invocation.

Roll call by Secretary Ralph T. Hemphill, secretary-manager Oklahoma State Fair and Exposition, Oklahoma City.

Address by member of Chicago Chamber of Commerce.

Response by Percy W. Abbott, managing director of Edmonton (Alta.) Exhibition.

Minutes of 1935 meeting.

Appointment of committees.

Address by President Lee.

Report of board of directors.

Fairs' Relations with Breed Associations, O. M. Plummer, Portland, Ore.

Open discussion.

12 Noon—Luncheon of Past Presidents' Club.

AFTERNOON SESSION

Problem of State Live-Stock Exhibits, Ralph E. Ammon, Madison, manager of Wisconsin State Fair, Milwaukee.

The Horse Race and the Afternoon Grand Stand, E. E. Irwin, secretary of Illinois State Fair, Springfield.

Importance of Real Attractions and Publicity, R. D. Molesworth, director of publicity, Missouri State Fair, Sedalia.

Showmen's League of America, J. W. Conklin, president of league and proprietor Conklin's All Canadian Shows, Hamilton, Ont.

National Association of Amusement Parks, Pools and Beaches, President Harry C. Baker, New York City.

Railroads' Agricultural Extension Work, H. J. Schwietert, agricultural agent, Illinois Central Railroad.

Open discussion.

WEDNESDAY, DECEMBER 2

2 p.m.—*Relation of County Fair to Its Community and to the State Fair,*

(See COMPLETE PROGRAM on page 71)

Factors in Deficit

ST. JOHN, N. B., Nov. 21.—A deficit of $1,800 has been reported from the 1936 fair of St. John Exhibition Association to directors by G. William Frost, manager and secretary-treasurer. City of St. John guaranteed any deficit up to $5,000 and $1,800 will be taken from this guarantee to balance books.

Factors responsible for the loss were given as more bad weather than usual and expenditure of $4,300 on plant maintenance, improvements and insurance. Mr. Frost pointed out value of the annual seven days' fair in attracting thousands of outsiders to the city to the benefit of the merchants and manufacturers, in distribution of much money locally by performers in the outdoor show and on the midway and by concessioners and their staffs, and in providing work for about 100 persons for at least the seven days and most of them for about two months. Annual pay roll is about $10,000 this year, Mr. Frost said.

Midland Has Big Progress

Manager Fitton makes good report on Billings annual —more land is bought

BILLINGS, Mont., Nov. 21.—Midland Empire Fair here in its second year of operation, after its discontinuance in 1933 and 1934, showed substantial increases in 1936 over 1935, reported Manager Harry L. Fitton.

Attendance increased 20 per cent; afternoon grand stand, 18 per cent; night grand stand, 30 per cent, and carnival gross, 22 per cent. All bills have been paid.

"Our net cash gain for the year was $23,593.39, which, together with cash on hand in the sum of $30,543.07 at beginning of the annual period, leaves a net cash balance of $54,146.46," said Manager Fitton.

"We have just purchased an additional 40 acres, which now gives a total of 120. We had an increase of 30 per cent in exhibits in 1936 over 1935. Officials were especially elated over the financial success, as weather was not favorable during the dates, August 10-15. Midway was contracted by the United Shows of America and Goodman Concession Company, both showing a good increase in gross over 1935. Both of these organizations were found to be clean and honorable in every respect."

Cash statement for the period beginning October 1, 1935, and ending on September 30, 1936, showed: Cash on hand October 1, 1935, $30,543.07; revenue, $103,294.92; less disbursements, $79,701.52; net gain, $23,593.39; surplus cash on hand September 30, 1936, $54,136.46.

Expo "Eskimo" Puts One Over on Cleveland Press

CLEVELAND, Nov. 21.—John Coppolo, who worked as an Eskimo on the Admiral Byrd ship during Great Lakes Expo here, put over a publicity stunt on local papers by registering at a leading hotel as Serat Khan IV, descendant of one of the survivors of the Charge of the Light Brigade, looking for another descendant, supposed to reside here. Papers fell for the stunt, which promoted the film starring Errol Flynn.

Bert Assad, brother of Al Assad, and a twin at that, who was at the Louise Tearoom on the Streets of the World, has joined the marines for the next four years.

Floyd Zimmerman's divers, who featured the water ballet at the Marine Theater, are rehearsing Tuesday nights in the pool of Hotel Allerton. New formations are being readied for next year's show.

Ernest Hix, brother of John Hix, whose Strange as It Seems was one of the features of the midway, stopped in Cleveland on Friday en route to New York and exchanged greetings with Associate Director Almon R. Shaffer.

Frank D. Shean, associate director in charge of concessions, and Sammy Brinn, in charge of admissions, report from the Dallas Exposition that they will return to Cleveland for Thanksgiving.

A Note to Crepe-Hangers

Dear Frozen-Face Friends:

MAY we join you in your extreme misery as a full-fledged, paid-up and charter member of the Knockers & Rappers Society? Thank you. We thought you'd say yes. You always did want the warmth of companionship. You're still the same now.

We are packing our little grip, taking the extra suit along and joining up the convention of amusement bodies at Chicago for a week beginning November 30. You will probably be there, just to make sure that your sour face is not missed.

We realize that the conclaves will be small and insignificant—they probably won't attract more than 50 to 100 per cent better than last year. Let's be good fellows, however, just for this once, and be prepared not to take advantage of the situation by telling the Associations about the advances over 1935.

WE OURSELVES had a pretty frightful season—broke only 87 existing records, reached dangerously near about 100 more marks. Our attractions took a terrible beating, too, making front page and full page photo layouts in only about 70 per cent of the newspapers in the towns the attractions appeared in. As for the customers, they took it on the chin in a big way. Our stuff not only floored them, but their hands are still in a pitiful condition as a result of handclapping.

Need we say more? Thanks, we thought you'd want more. Our indoor season forged into a disappointing start by smashing only one record, but that record was in one town, Toronto, for the Shrine, so we have to be content with the thought that it is difficult, if not downright impossible, to break more than one mark per town. Whatever consolation we are able to get comes from the fact that the Shrine signed us up again, and even set 1937 dates. Half a loaf is better than none, isn't it?

AS FOR 1937, we don't expect very much from it at all, to be frank. We wouldn't be surprised if we didn't import more than, let us say, three or four dozen acts, and we are pretty certain that we won't add more than 75 new acts to our lists.

Getting back to the convention, we wish to state for the records—just for the records, mind you—that your correspondent (including our little grip and that extra suit) and staff will be located in Rooms 1514-15-16 of the Sherman Hotel and our booth at the Exhibit Hall of the Parkmen's Convention is Number 60. In case you can spare another tear, which we know you can, visit with us and we'll try to share each other's grief.

Oh, yes, we must give you a little something about our 1937 Parade of Attractions—you know, our annual catalog. We are in such a hysterical state of mind that we are adding just a mere few pages, probably not more than a couple of dozen extra, binding the book in the latest tube fashion form, using four covers instead of two, adding a richer design, format and quality—but probably not more than 200 per cent richer—filling the volume with illuminating historical and contemporary text and doing a few other sets of visual and typographical calisthenics to prove beyond doubt that we are genuinely fearful of the future.

SURELY you will not mind a word about our house organ, "Fair Times." You already know that we have sounded the blues by printing that effort on blue-coated stock. Things have been getting so tough that we decided to have an eight-page issue, instead of four, for the convention, plus a supplement on the New York World's Fair, 1939, and a parade of photos which you might describe as interesting in one of your better moods. To make matters worse, "Fair Times" will have a thrown-in insert which will positively not be the largest of its kind and may easily fit into your living room. If you don't think the living room is appropriate, try the clubrooms of the K. & R. Society. You know where the clubrooms are—the sidewalks.

But enough of this solemnity. Whatever happens at the convention and subsequently, to make you change your views, pay no attention. Keep on hanging the crepe. Hang crepe and make friends. That should be our slogan.

With kindest regards and trusting you leave your buckets at home on the slim chance that you won't need them in which to deposit your crocodile tears, believe me to be,

Sympathetically yours

GEORGE A. HAMID, Inc.

P.S. It will make you glad to hear that we have only one New York office, 1560 Broadway, and only one bureau and correspondent in each of the following: Pittsburgh, Boston, Norfolk, Raleigh, London, Paris, Berlin, Tokio, Brussels.

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ENTERPRISES
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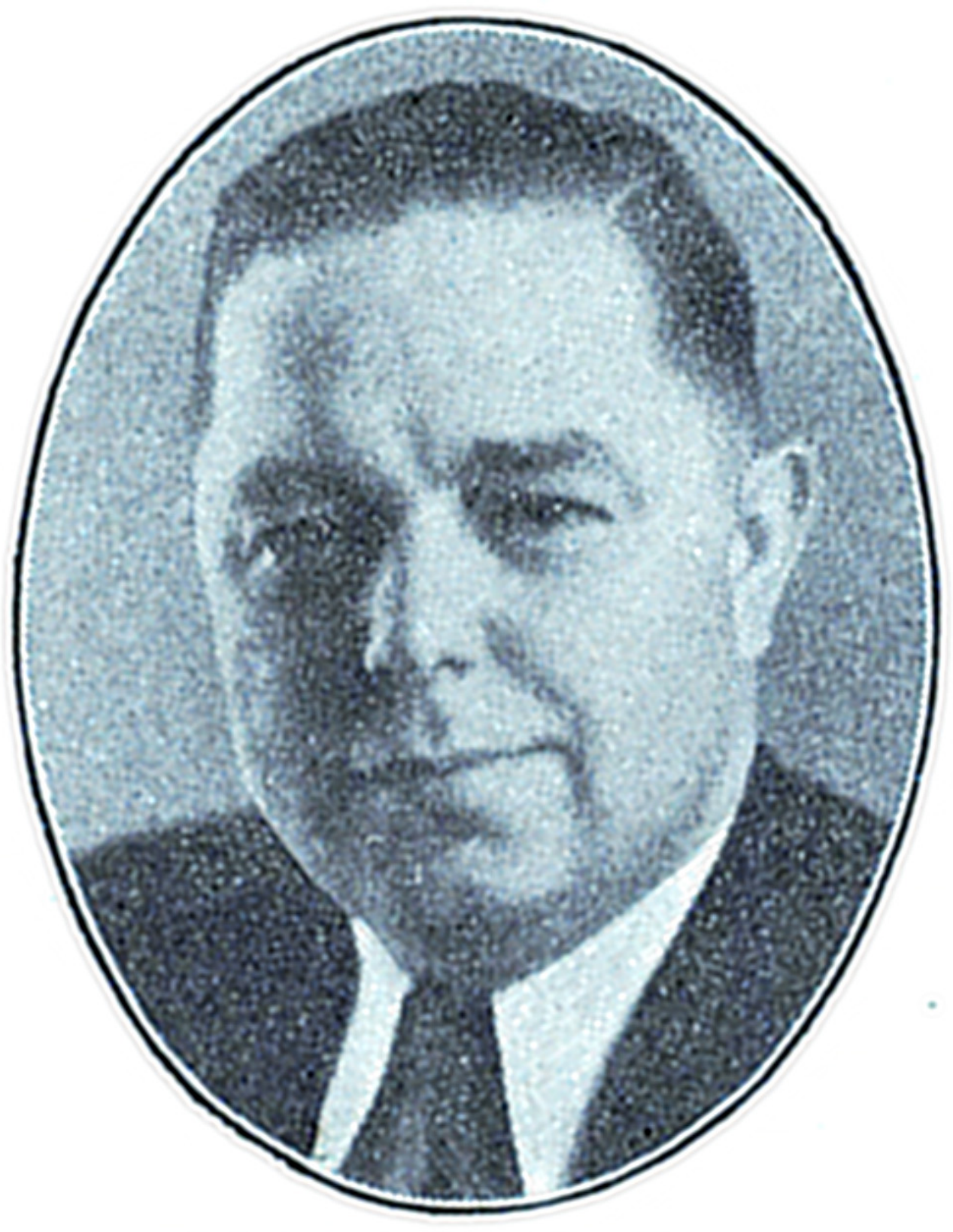
Stanley Graham



Wm. J. Collins

ON THE
INSIDE
FRONT
COVER
OF THIS ISSUE
Announce . . . . .
(SEE INSIDE FRONT COVER)

1937 AUG. 16 to 22
THE IONIA FREE FAIR
Extends to Its Many Friends and Associates the
Season's Best Wishes for a Cheerful Christmas
and a Prosperous New Year
Fred A. Chapman
Secretary, Ionia, Ia.

TO ALL OF YOU FROM ALL OF US
A Merry Christmas and A Happy New Year
SAGINAW FAIR--MICHIGAN FARM PRODUCTS SHOW
Board of Management
THOS. B. McDONAGH, Pres. W. F. (BILL) JAHNKE, Secy.-Mgr.

Tri-State Free Fair
M. H. LAVINE, Sec. — Superior, Wisconsin.
The Northwest's Greatest Educational & Amusement Enterprise

Hemphill Is Named 14th Time in Okla.

OKLAHOMA CITY, Nov. 21.—Ralph T. Hemphill was re-elected secretary-general manager of Oklahoma State Fair and Exposition for the 14th consecutive time at the annual meeting. He has served as secretary since 1919. Miss Vera McQuilkin, assistant secretary since 1914, was re-elected, and C. G. Baker was named superintendent of privileges for the fourth time.

R. J. Benzel was elected president; Virgil Browne, George Frederickson, vice presidents, and J. M. Owen was re-elected treasurer. Besides officers other directors are George Ade Davis, F. S. Lamb, Oscar H. Dietz, C. C. Day, John R. Baker and Robert M. Rainey, all of Oklahoma City.

Altho rain slowed the 1936 fair on the first two days and total attendance dropped about 10 per cent from that of 1935, this year's net operating loss was only $375.66, Mr. Hemphill said. Capital expenditures of $3,259.15 made a total loss of $3,634.81 on 1936 operations. A surplus of $8,900.11 from 1935 left a favorable balance of $5,265.30 to begin the 1937 season, Mr. Hemphill reported.

MERRILL Brothers and Sister will play fairs and parks under the banner of George A. Hamid, Inc., during the 1937 season.

Texas Centennial Exposition
DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Talk of Next Year to Fore

•

Foley, Watson and Moyle backed for director general—Olmsted may leave

•

Attendances

Previously reported		5,743,754
Nov. 11, Wednesday	45,162	
Nov. 12, Thursday	19,696	
Nov. 13, Friday	29,483	
Nov. 14, Saturday	50,745	
Nov. 15, Sunday	49,748	
Nov. 16, Monday	16,412	
		201,246
Total		5,938,286

DALLAS, Nov. 21.—Next year has replaced weather as subject for conversation all over the grounds. Nothing is set or in negotiation, because nobody has been able to find out what the set-up will be. Exposition directors are in continual conference trying to iron out legal and financial matters, but they have promised to issue a prospectus at an early date.

There is a lot of talk about large exhibits being lined up from Central and South America. Some exhibitors have gone on record as favoring Ray A. Foley for director general, to replace Harry A. Olmsted, who has intimated that he will retire. Others are backing Frank N. Watson, promotion director, or A. E. Moyle, finance director. Mr. Foley is in New York doing preliminary contact work on exhibits. He was accompanied by Dave French.

Notables for Jubilee

Everybody is banking on the last 10 days to bring rush business. November 21-28 has been proclaimed Prosperity Week, and November 29. final day, will be Dallas Day. Ticket sales for Democratic Victory Jubilee Day on Monday are strong. Vice-President John N. Garner; Senator Joe Robinson, Arkansas; Gov. Clyde L. Herring, Iowa, and Gov. Leslie T. Miller, Wyoming, have accepted invitations to attend. A Washington delegation will be led to Dallas by Karl Crowley, solicitor general for the post office department.

The 150,000 books offered for the day at $1 each include front gate and 15 attractions. Joe Venuti's orchestra has been engaged to play in the Ampitheater as one of the day's special events. Democrats will stage a jubilee banquet in Texas Hall of State. Tickets in the books will be good for the remaining six days of the fair for 10 cents discount on each 25-cent admission.

Jungle Show Opening

Opening of Frank Buck's Jungle Show in the Live-Stock Arena was the big event of the past week, as special events were virtually stilled after the successful Armistice Day celebration. Hard luck was encountered in setting up the Jungle Show. As exhibitors were slow getting stock from the arena and barns at the close of the Junior Live-Stock Show on Friday, trainers had difficulty in getting animals settled. First performance, scheduled for 3 p.m. on Saturday, had to be postponed two hours. Notwithstanding those troubles, the Buck show drew about 3,000 at its two Saturday performances.

Since openings it has given Cavalcade of Texas, which shares the section with the arena, a hard fight. The exposition stands to make some money from Jungle Show, as Buck's $5,000 guarantee and construction expenses will probably be cleared by the time Friday's receipts are checked out. That will leave a whole week of operation with the show clear. Capt. Raymond Proske's tiger act, Capt. William Spain's elephant act, Olga's leopard act and other features of the show have met okehs from every audience. Admission is 50 cents for adults and 25 cents for children. Menagerie is set up in concrete stalls behind the arena.

New Show for Paris

Armistice Day celebration brought attendance of 45,162. Congressman Wright Patman was chief speaker. Special trains continued to come in from all parts of the State, bringing school children and adults for Armistice Day and later programs. A Friday the 13th special event was a hard-luck story telling contest that turned out to be pretty morbid. The fair paid prizes of $10 and $5 for the best two hard luck stories. A novel event staged on Saturday was a series of concerts of large violin student ensembles, arranged by National Institute of Allied Arts.

The expo enjoyed sunny weather all week, but indications were that rains would dog its last ten-day period. Horace Heidt's orchestra had proved a good draw at General Motors auditorium. Streets of Paris opened its new show on Sunday, built around Ruthe Laird's Rockets. Alta Piedmont is the new singer. Show includes adagio, juggling, acrobatic and roller skating acts. Only Lady Godiva and Zelma Brunoff's orchestra are left at Paris from the former company. Most of the girls of the old show are remaining in Dallas for organization of a road unit. Paul Batchelor, who was director of earlier Streets of Paris shows, is also remaining here. Mr. and Mrs. Bob Carey, veteran concessioners at the old State Fair of Texas, came into the exposition with their Atlantic City salt water taffy stands. They had been playing fairs in the State.

IAFE RANGE——

(Continued from page 64)

president of Minnesota State Fair board, Worthington, sergeant at arms.

Among members of the Past Presidents' Club are J. W. Russwurm, secretary of Tennessee State Fair, Nashville; Frank D. Fuller, secretary of Mid-South Fair, Memphis; E. L. Richardson, general manager of Calgary (Alta.) Exhibition and Stampede; Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass.; William R. Hirsch, secretary-manager of State Fair of Louisiana, Shreveport; E. G. Bylander, of the former Arkansas State Fair, Little Rock; Percy W. Abbott, managing director of Edmonton (Alta.) Exhibition; A. R. Corey, secretary of Iowa State Fair, Des Moines; Fred A. Chapman, secretary of Ionia (Mich.) Free Fair; Elwood A. Hughes, Toronto, and Raymond A. Lee, St. Paul.

Board and Committees

Board of appeals comprises Harold F. DePue, manager of North Montana State Fair, Great Falls; L. B. Herring Jr., secretary of South Texas State Fair, Beaumont; Emery Boucher, secretary of Exposition Provinciale, Quebec; Charles W. Green, secretary of Missouri State Fair, Sedalia; Leo C. Dailey, secretary of Clay County Fair, Spencer, Ia.

Classification and rules committee is composed of Mr. Ammon, Mr. Nash, Mr. Corey, Mr. Abbott and Dan F. McGowan, Grand Forks (N. D.) State Fair. Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, Mass., is chairman of the government relations committee and other members are the officers and Mr. Russwurm and P. T. Strieder, general manager of Alabama State Fair, Birmingham, and Florida Fair, Tampa.

LISBON, O.—Columbiana County Agricultural Society elected J. C. Gaston a director to fill a vacancy caused by death of J. M. Levan, while L. C. Bean, George A. Rogers and J. Howard were re-elected for three years.

MERRY XMAS

HAPPY NEW YEAR

BARNES-CARRUTHERS
ECONOMY
SERVICE
CO-OPERATION
ATTRACTIONS

THANKS TO YOU ALL FOR A SUCCESSFUL SEASON IN 1936 —

NOW PLANNING MORE COLORFULLY FOR 1937

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WE ARE THANKFUL FOR A MOST SUCCESSFUL SEASON AND ARE PREPARED TO RENDER THE SAME CAREFUL SERVICE AND PRESENT THE SAME SUPERLATIVE DISPLAYS IN 1937.

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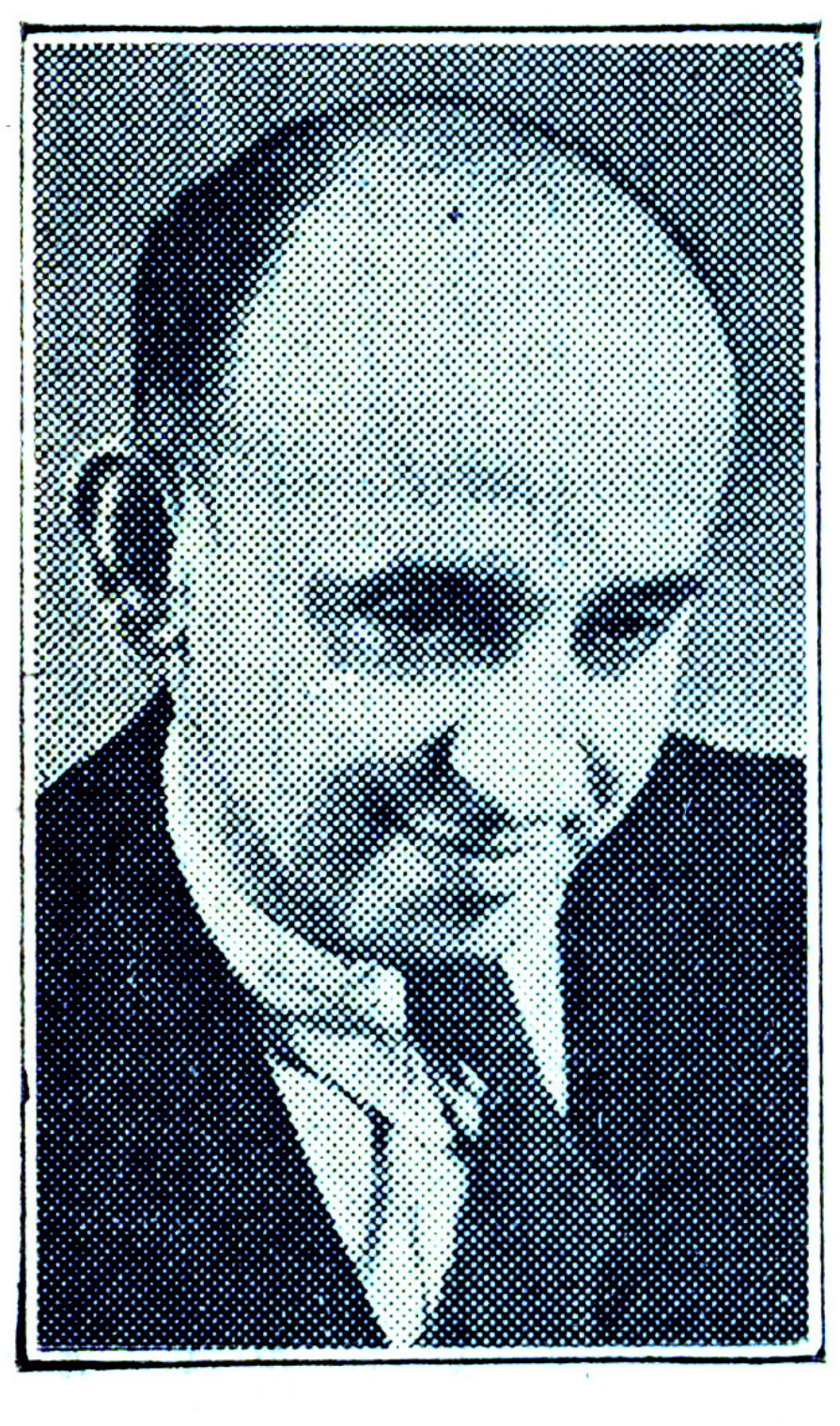
Getting Repeat Grand-Stand Crowds

By Harry Kahn

THE ideas set forth herein regarding ways and means of getting repeat crowds for grand-stand shows may not be in accordance with those of some fair managers, but it must be remembered that "the proof of the pudding is in the eating." For many fairs I believe the days of booking one bill of acts for the entire week are past. Amusement-minded people of today, more than ever, want some place to go and if they are given what they want, they will pay money to see it.



Harry Kahn

Following a reorganization in January, 1934, after it had looked as tho Auglaize County Fair would close down, I was elected secretary and inherited a debt of more than $2,200. But our records for that year showed all bills paid and a balance on hand; receipts in 1935 increased $3,000. After that fair I conceived the idea that if we could give people good, clean, varied entertainment we could get them to come to the fair more than once each year. I suggested this to my board and they laughed and declared that it could not be done and that besides the cost would be prohibitive.

Given No Encouragement

During the annual meeting of the Ohio Fair Managers' Association in Columbus last January I felt out producers, bookers and promoters on the idea. The idea was met with jeers and declarations that they had never heard of such a thing and that it could not be done. Not being discouraged, I went ahead with my original plan and finally, with full co-operation of a committee appointed by our president, I booked an entire program for a different show every night. Result was that in seven performances we played to 24,000 people.

On Sunday afternoon we had the American Legion Zouaves, of Jackson, Mich., world-famous drill team. For the same program we booked five acts from Barnes-Carruthers, Chicago. Sunday night we had the drill team again and the X-Bar-X Rodeo. Monday night there were the rodeo and a wonderful fireworks display; Tuesday night, WLS Barn Dance, Chicago, and a different exhibition of fireworks. The Barn Dance played to 5,800 people. Wednesday night was presented WLS Merry-Go-Round, but rain cut heavily into attendance. Thursday night a Henry H. Lueders revue was presented, followed by a different Lueders revue company Friday night, and Saturday night we closed with a public wedding. Our grand stand seats 3,400 and we built bleachers for an additional 1,500. With better weather Sunday afternoon and Wednesday night we would have played to 30,000 people on the week.

HARRY KAHN, who has been secretary of Auglaize County Fair Association, Wapakoneta, O., three years, has been in the fair field 23 years. He was a protege of the late A. E. Schaffer, former secretary of the fair and widely known for his capabilities.

Mr. Kahn started with the race program concession and has held it ever since, visiting all fairs in Ohio in quest of horses. He is 45 years of age, retired from business four years ago and is active in civic and fraternal affairs, being second vice-president of Elks' Past Exalted Rulers' Association of Ohio.

This was the first time, I believe, that such a grand-stand program, with daily changes, has been attempted at any county fair in the country. Our receipts jumped nearly $5,000 over those of 1935. The fair association in 1935 had sold 1,100 membership tickets at $1, the greatest number sold in the 73-year history of the fair. In 1936 we sold 2,057. I noted that from 40 to 60 per cent of the same people came night after night to see our change in programs.

Competition and Publicity

Now as to the matter of cost, all attractions were booked on a percentage basis except the Sunday afternoon bill, which was bought outright. My experience has been that expense is not an item for worry if one provides for volume of business and that is what will come if the public is given what it wants. Any impression that our fair has no competition is erroneous, for within 20 miles we have three parks and one of the largest summer resorts in the country, all bidding for patronage, in addition to Ohio State Fair the same week. We draw people from as far as 60 miles. I have taken issue with some statements to the effect that the fair is run solely for amusements. It is well balanced and in 1936 we had 548 more entries of agricultural products and live stock than in any previous year.

I have been able to set up my own advertising budget, using 28 signboards in seven counties, 2,400 window and tack cards, 25,000 programs and broadcasting that covers the entire territory for two days. In addition we advertise in 18 newspapers and, last but not least, continually work to build up good will by "talking fair" 365 days a year. A slogan, "Bigger and Better," I have found to be very effective and as I walk down the street I am often accosted with the remark, "Bigger and Better for 1937!" People can be made fair-conscious by giving them something to talk about. Advertise your attractions and give them what you advertise and you will have something that money cannot buy—good will.

Emphasis on Courtesy

We cater to all classes. Some come to see our live-stock exhibit, which this year was so full that the board had to build a $1,500 horse barn one week before the fair and, believe it or not, it was completed for opening day. Others came to see 4-H Club work; still others to see Farm Bureau, Grange and machinery exhibits and these were the largest ever shown in the history of our fair.

For the class of people who do not care for these things, but want to be entertained, we put on shows, A-1 good, clean entertainment that people in a community such as ours, which is mostly rural, do not get the opportunity to see. So instead of them going to the large cities to be entertained we bring these shows to the fair and with our large seating capacity we are able to give audiences big shows at little cost to them and besides make a good profit for the association. I sold one woman five membership tickets and five reserved seats for the seven performances of our fair. This was the first time she had ever attended our fair. Numerous people who came a distance of 30 miles, after seeing the opening show Sunday afternoon, engaged reserved seats for every show during the week. I reserved 700 seats in the grand stand at 25 cents extra and during the week 90 per cent of these were sold, which goes to show that extra money can be made, as all people do not like to stand in line waiting to buy general admission tickets.

I attended 15 fairs this year and learned much from every one of them, the most important of which is about courtesy. All fair secretaries who manage large or small fairs advertise and spend good money telling people about the fairs and expect their patronage. But what is given them? I will tell from my experience. At several fairs that I visited a so-called policeman with a badge yelled at me that I could not park there or could not do this or that. All of our policemen, ticket sellers and ticket takers were instructed that under no circumstances were they to be discourteous in any way, as we believe in the adage that the customer is always right. They were also told that the first complaint made by anyone would mean their discharge at once. Fifty thousand people attended our fair and I made it a point to ask patrons and all members of our board if they had heard any complaints and the answer was that never had they witnessed such courteous treatment in the history of our fair. We had ushers in the grand stand and bleachers and they found seats for people, which the public appreciated.

Sunday Gate Favored

For the 1937 Auglaize County Fair I am going to repeat with a different attraction every night. Our race purses are from $250 to $275. We had 128 race horses for three days of racing. It rained on Wednesday, opening race day, but on Thursday and Friday we had the largest crowds that have attended our races in each years. My idea for 1937 is to give an extra day of racing and open the card on Tuesday with an afternoon of running races only. I believe people like the jumpers and I am going to try cut that plan.

We charge a general admission of 25 cents at all times, even on Sunday, and if one leaves the grounds it costs the same amount to return in the evening. This helps the fair association and the concessioners, as many people stay for the night show and our public does not object to the plan we use.

I am a firm believer in opening a fair on Sunday afternoon, for before we charged admission on Sunday about 5,000 people came thru the gates free. Now since we charge admission we have from 8,000 to 10,000 who pay to see what we have. Many fair boards are against Sunday fairs but these same people think nothing of driving 20 to 40 miles to an amusement park, assuming that that is all right, but that it is all wrong to go to a fair on Sunday. I wonder whether they are right and I am wrong. I took up this subject with a representative citizen in our county who is a leader in church work and in the field of business, and in his reply he congratulated us on our Sunday fair, remarking that it was educational and good, clean amusement and strongly advising me to keep up the good work.

Season's Greetings
To All
SHOWMEN
Who Assist in Making
Successful Fairs
Midland Empire Fair
Billings, Montana

88th Anniversary of
Michigan State Fair
Oldest Fair in the Nation
ALWAYS LABOR DAY WEEK

MINNESOTA STATE FAIR
St. Paul-Minneapolis
1936 Attendance — 636,484
1937 Dates—September 4 to 11

ALL ACTS ATTENTION!
GET IN TOUCH WITH THIS OFFICE FOR THE 1937 FAIR SEASON.
"REAL SERVICE"
LEW ROSENTHAL'S AMUSEMENT ENTERPRISES, Inc.
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★ Hazardous feats of daring on the flying trapeze and swaying pole performed at dizzy heights, without life net or other safety devices.

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★ The Most Spectacular Act in Existence.

Available for Fairs, Parks and Celebrations

Permanent Address
THE STRATOSPHERE MAN
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THE BILLBOARD, CINCINNATI, O.

Frontier May Bid to Texas

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Rumored plan for 1937 is changes at Casa Manana to draw from limited radius

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FORT WORTH, Tex., Nov. 21.—With the first season of Frontier Exposition over, the board of control is making plans for next year. While no announcements are being made, one rumor is that the show will cater to Texas audiences mainly, not advertising so extensively in other States or depending on out-of-State patronage so much. This show's most consistent patronage came from within a radius of about 100 miles of Fort Worth.

To attract this trade, directors want the show at Casa Manana to be changed about every two weeks to get people to come regularly. This plan may be changed before spring, just as the present plan to have an ice skating show at The Last Frontier arena, similar to Black Forest in Dallas, may be changed. If Billy Rose does not come back here next year, it is said another Broadway producer will be sought to direct the show for the control board.

Daley Gives Dinner

Richard E. Daley, manager of Casa Manana and Pioneer Palace for Hotel Management Corporation, gave a dinner in Tango Palace at the show, honoring department heads and executives, on Sunday, November 15. Daley was toastmaster and speakers were Will Morrissey and members of the board of control, John Sparks, Ed H. Winton, W. L. Pier and William Monnig, president.

This show created a sizable crop of new performers, especially in the chorus at Casa Manana. Most of these were Texas girls who had no previous theatrical experience and the majority planned to go back to their home towns to await developments here next year, and only a few planned to continue their work this winter.

Billy Rose left on November 15 for California, but Will Morrissey, his assistant, remained here to clear up everything, after which he returned to Rose's New York office. Billy Daniel and Vange deLaine, Casa Manana dance team, left for night club work in Honolulu. Everett Marshall is en route to London, Eng., while Faye Cotton, Texas Sweetheart, leaves on December 1, after a visit to her home town, Borger, Tex., for Hollywood, where she is under contract at Universal Studios. Carlton Winckler, who was lighting and technical director for the show, is to be technical director for the Max Reinhardt production, *The Eternal Road*. He also manages a theater in Bloomfield, N. J.

Venuti to Hollywood

Joe Venuti and his orchestra remained here to play for several private dances, later going to Memphis to play for a four-day auto show. Venuti goes to California to furnish music on a national radio program featuring Bing Crosby. Paul Remos and his Wonder Midgets left for New York on November 15 on the special train for show performers. Others on this train included cast of Honky Tonk Revue of Pioneer Palace; Lulu Bates, Lily Chambers and Ila Grannon and George W. Jones, who were popular with their different types of songs at Pioneer Palace; Renee and June Melva, Nat Burns, Georgie Miller, Eddie Eddy, Billy Hess, Shorty Biglow, Frank Moore, Florence McConnell, Frank Clown, George F. Fitzgerald and the Rosebuds, Helen Summers, Betty Pryor, Nella Plaston, Mildred Monti, Muriel Fuller and Florence Mann, and Lauretta Jefferson, ballet mistress for Casa Manana and Pioneer Palace, who was accompanied by 24 chorus boys and girls bound for Broadway.

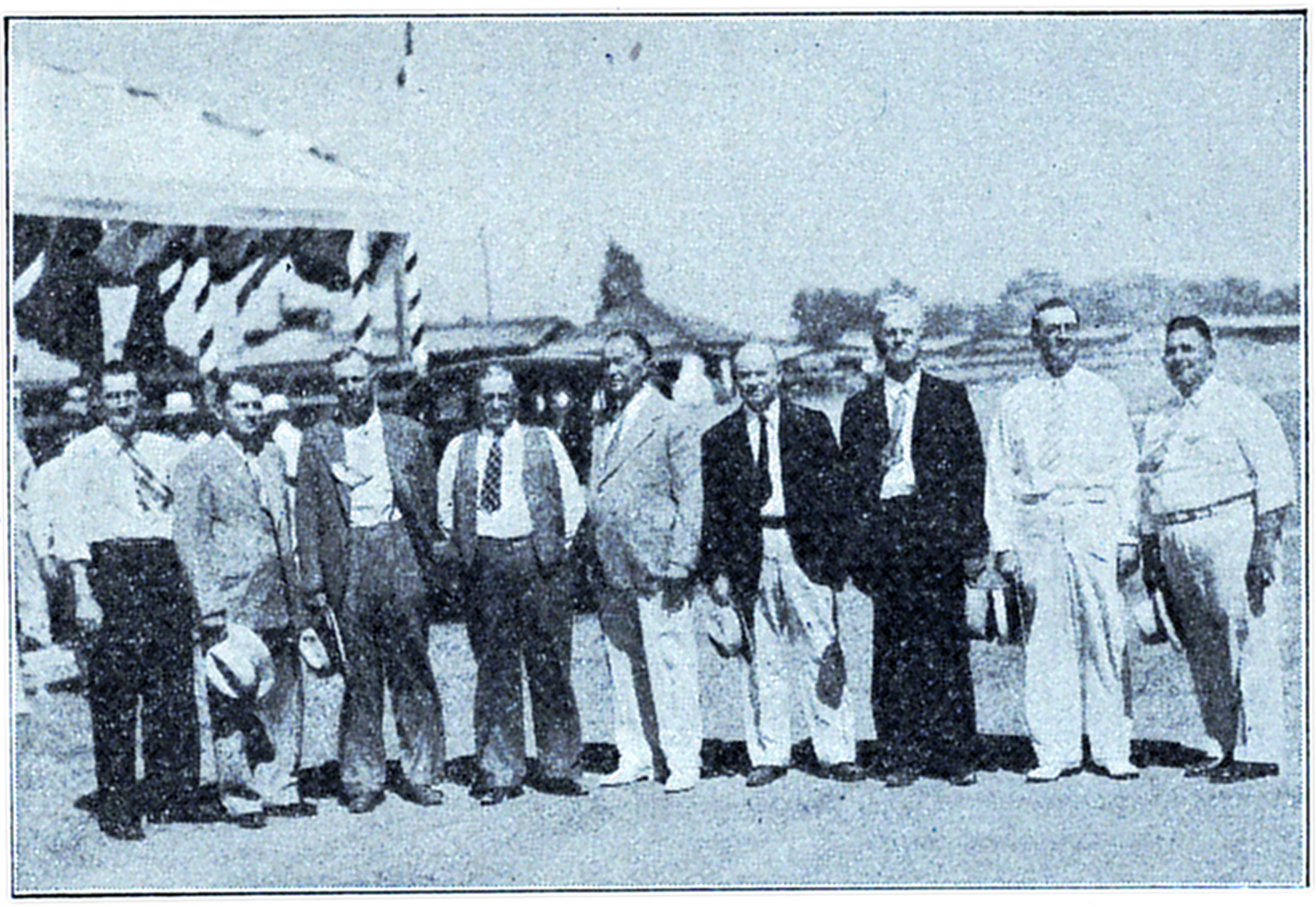
The Californians from Casa Manana, now the Peppers, left for Chicago for engagements. This group included Thomas Gleason, Everett West, George Enz, Ollie West, Enrico Tanzi and Leo Branson. Here they added Joe DeLisle, conductor and vocalist of Ed Lally-Ben Young orchestra at Pioneer Palace, and Charles Sheldon, making Eight Peppers.

Radio Rogues, Henry Taylor, Eddie Bartell and Jimmie Hollywood, have theater engagements in Chicago. Joe Frisco has night club engagement in Dallas and then will head for California. Charlie deHaven, assistant to Will Morrissey, also goes to California. Alberta Smith, of Nude Ranch, accompanied her husband, Jack Melton, talker at the Ranch, to Canton, O. Jack Ross, former grinder at the Ranch, left on November 14 for Los Angeles, while Bob Williams, also Ranch grinder, goes to San Antonio. Gene Berry and Art Lovi, weight guessers, will be in Dallas a while before heading for Miami, Fla.

Showfolks Are Visitors

Mickey Adams, dancer in annex show at the Ranch, goes to Memphis for night club work this winter. Noel Rosen, grinder at annex, goes to Houston, as did Mr. and Mrs. F. E. Stokes and Dr. Oliver J. Allen, who had the Temple of Knowledge. Lenny Palmer, midget at the Ranch, went to her home in Memphis. Billy Pitzer, formerly at Nude Ranch, returned from New York on November 12 and he and Mrs. Pitzer left for New Orleans after the show closed. Dick Wozencraft, who was in charge of several concessions, went to the Dallas Expo. Harry Novak, John Peterson and Eddie Gelberg, with O'Reilly-Beresin concessions, left on November 17 for New York. Tom Murray, who was in charge of the Chuck Wagon for O'Reilly-Beresin, was last of this group to leave. He and his wife drove to New York, after he closed all business here for his concern.

The Hey-Dey, under management of Olin Thornton, went back to San Antonio winter quarters of Booby Obadahl. The ride will be used next at the Battle of Flowers. Jake Arnott, Hey-Dey foreman, plans to divide time this winter between South Texas and Cincinnati. A. L. (Slim) Cox, Ferris Wheel operator, is to winter in Harlingen, Tex., as are Mr. and Mrs. G. M. Whisenhunt, who had kiddie auto ride here. Ferris Wheel probably will go back to Forest Park here. Jim Schneck, general agent for the Western States Shows, visited during last week of the show with party of friends. Another visitor for closing ceremonies was Jack Winters, who was here when concessions were operating. Frank Hughes also returned to visit the show after concessions moved.



MEMBERS OF NEW ARIZONA STATE FAIR BOARD and guests on the AAA race track at dedication of the new $200,000 grand stand in Phoenix. Left to right—Verne Newcombe, general manager of the last State Fair and Resource Exposition in 1934: Harold Collins, past member from Tucson; Thomas R. Heady, member of fair commission; Louis Ringol, general agent of C. F. Zeiger United Shows; Colonel J. E. Thompson, member of fair commission; H. M. Fennemore, member of fair commission; E. C. Grasty, member of fair commission; H. M. McCalla, chairman of State fair commission; Walter Righetti, AAA representative of auto races and superintendent of speed.

Graham Will Tour His Midget Circus

CHICAGO, Nov. 21.—Stanley Graham, originator and creator of some of the outstanding exposition attractions of the last four years and president of Stanley Graham Enterprises, is presented with other new and novel shows for 1937 Stanley Graham's World Famous Midget Circus. It will tour under canvas, featuring European and American midget acts and 160 midget performers. Mr. Graham has designed for it a new and interesting lighting system that he predicts will probably revolutionize circus lighting.

This new firm, operating top box-office attractions, had its inception at the time of A Century of Progress and is now firmly established in the amusement world. Promoting the idea of a Midget Village, a major attraction at A Century of Progress in 1933, Mr. Graham built a Lilliputian Village second in size to the Belgian Village. The following year he built Midget City and surprised the show world by leading all competing village attractions in both gate receipts and attendance.

In 1935 at San Diego Exposition he ventured further into the field of outdoor show business and built, with three other productions, the Midget Farm, an entirely new idea in midgetdom, and it proved to be tops in attendance. He also created Zoro Gardens, claimed to be the first nudist colony open to the general public, an attraction of the highest art in architectural lighting and landscaping. Attendant sensational publicity rivaled Sally Rand's contribution to A Century of Progress. In addition Mr. Graham introduced from Russia the first Bailout, or parachute jump, with a view to accustoming young and old to the feel of a parachute. He also presented *Miss America*, a glorified girl show.

This year he gave to Texas Centennial Exposition, Dallas, his interpretation of the old-time melodrama *The Drunkard*, under direction of Frank S. Ferguson. It has been presented in the quaint setting of a substantial land-locked showboat and has proved an outstanding hit. The olio or aftershow of old-fashioned vaudeville has been particularly popular, and the company played to more than 100,000 paid admissions. *The Drunkard* has, in fact, been the only show at the exposition to raise its prices, not once, but three times.

Side by side with the showboat on the midway has been Mr. Graham's equally successful Midget City of futuristic design, presenting three different and complete stage shows, together with the Midget Circus Band. Besides these performing midgets, there have been a courthouse and jail with midget mayor, judge, chief of police, fire chief, midget stores, barber shop, midget restaurants, beauty parlor and midget houses, where the 115 little people are seen at work and play. Simultaneously at Great Lakes Exposition, Cleveland, Mr. Graham had a profitable season with his Midget Circus, which he states will be greatly enlarged for next year's tour.

Efficiency and experience are doubtless the explanation of Stanley Graham's success. Be that as it may, he has big plans for the 1937 Midget Circus and expects great things. Mr. Graham states that he has today more midgets under contract than any other showman in America. They have come to him from all outstanding American and European organizations, and he keeps them busy the year round by furnishing midgets for all occasions.

Savannah Post Will Try Again

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Expense is heavy at first Legion fair—bad weather hits gate on two days

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SAVANNAH, Ga., Nov. 21.—Attendance at Savannah Fair here on November 9-14 was placed at 36,700 by Morris Horovitz, chairman of the fair committee for Savannah Post, American Legion. Overcast weather on Armistice Day and rain on November 12 held down attendance to less than 3,500 on these days.

Tuesday was a banner day, with all youngsters admitted free and given special low prices to rides, shows and other attractions. More than 12,000 white children took advantage of it. On Friday Negro children were given the same privilege and 8,000 were on hand. Along with the children came 4,800 adults who paid.

Auto races on Wednesday and Saturday failed to draw and the committee had to dig down to the tune of $600 to cover prize money. Motorcycle races on Monday likewise did not help the gate. Mr. Horovitz said gross receipts to the Legion post approximated $7,000. Main gate receipts were $3,100.

Dodson's World's Fair Shows, working on a 25 per cent basis, paid the sponsors $2,500. Expenses of conducting the fair were quite heavy. 14 National Guardsmen were hired at $2.50 a day, about 50 ticket takers, an electrician on the grounds at all times and cost of putting buildings in shape after having lain idle since the old Georgia State Fair, bore down heavily on the sponsors. There were two free acts, Zacchini, human cannonball, and Three Aces, trapeze. Acts were staged twice a day and the cannon stunt proved to be the fair's best draw. There were fireworks Wednesday night.

Dodson's World's Fair Shows brought 14 rides, many of them new to Savannah, and 24 shows. Business on the midway was said to be good.

Mr. Horovitz said he plans to hold the fair again next year on about the same dates. He will make an effort to obtain more elaborate agricultural exhibits.

NEW ARIZONA——

(Continued from page 64)

races, polo and many other events during the year, starting about January 10, 1937, with an automobile race featuring top-notch drivers of the country and continuing with a winter race meet.

These events will lead up to the new Arizona State Fair of 1937, probably on the biggest scale that it has ever been presented. Knowing the new fair board as I do, they will leave no stone unturned to make the new State Fair a success from every standpoint.

Altho the fair is run by Democrats and has been for years, with exception of two terms, there is a gentleman in Arizona to whom one cannot give enough praise for being one of the most active of workers to get this modern fair plant under way. He is Colonel J E. Thompson, Republican, and to him is due plenty of credit.

Colonel Thompson, a close friend of Gov. B. B. Mouer, for whom they named the new grandstand, and H. M. McCalla, fair board chairman, saw the importance of keeping the fair spirit alive in Arizona and they took off their coats and started to work. Result is that one of the most modern of State fair and exposition plants will be presented when the State Fair resumes in 1937 under direction of Chairman McCalla. Colonel J. E. Thompson, E. C. Grasty, Thomas R. Heady, H. M. Fennemore, Mrs. Happy Anderson, superintendent of entries, and Walter Righetti, superintendent of auto racing and speed events. Secretary of the fair has not been named as yet. Hundreds of thousands of dollars have already been spent and thousands more will be spent to get the fair ready for 1937. More than 10,000 people attended the dedication program.

CENTERVILLE, Mich.—County Grange Fair board elected F. J. Kemmerling, Colon, secretary, to succeed S. C. Hagenbuck, Three Rivers; H. C. Bucknell, president; Calvin Garber, vice-president; L. R. Schrader, treasurer.

Prominent World's Fair Execs Expect To Attend SLA Banquet

CHICAGO, Nov. 21.—With little more than a week to go before the 24th annual banquet and ball of the Showmen's League of America, Chairman Frank P. Duffield announced that a program of surpassing excellence has been arranged and that all details for the affair are practically complete.

Unusual interest shown during the past few years in expositions of international scope and the fact that two such expositions of major importance are scheduled for 1939 led Chairman Duffield to invite the chief executives of these expositions to be guests of the League and they have assured him that they will endeavor to be present. Among those who are expected to be at the speakers' table at the banquet are Rufus Dawes, who was president of A Century of Progress; Grover Whalen, president of New York World's Fair; Leland W. Cutler, president of San Francisco Exposition; Lincoln G. Dickey, manager of Great Lakes Exposition, Cleveland; Harry Olmsted, director general of Dallas Centennial Exposition, and Harold Van Orman, former lieutenant governor of Indiana, who will again be toastmaster, a role he filled admirably last year. Governor Horner, Illinois; Governor-Elect Townsend, Indiana, and Mayor Kelly, Chicago, also have been invited and have signified their intention of attending.

"Indications," said Chairman Duffield, "point to the largest attendance of any League banquet and ball yet held. While capacity of the Grand Ballroom of the Hotel Sherman is large, we feel certain the affair will be a complete sellout and we have already dusted off the 'Standing Room Only' signs."

Sam J. Levy, chairman of the entertainment committee, reiterates his promise that the program of entertainment will be the finest obtainable and he promises some pleasurable surprises. Al Rossman, chairman of the committee handling the program, reports that response of showmen has been wonderful and the program will carry an unusually large amount of advertising.

Edward A. Hock, chairman of tickets and reservations committee, said reservations are pouring in and he urges all who expect to attend to make their reservations at once. Maxie Herman, chairman of the tables committee, has a difficult job on his hands assigning tables, but he is an experienced hand at the job and may be expected to do a good job.

Frank Bering, manager of the Hotel Sherman, has his staff arranging to take care of the record attendance assured and he said every resource of the hotel will be used to make the stay of the fair men pleasant.

Weather Break Puts Temple Annual About $1,200 in Red

TEMPLE, Tex.—With 12 days of rain and cold out of 21 during which a 95 by 212 big top, rented from Dallas Tent and Awning Company, housed exhibits, Central Texas Exposition, sponsored by Temple Chamber of Commerce and Board of Development, closed here to the fair's biggest crowd of 15,000 on November 7.

Scheduled for October 26-31, the fair had eight straight days of rain and cold, so directors met on October 28 and decided to extend the fair until November 7. This included Sunday, November 1, which drew about 2,000 people, marking a first Sunday date for a fair or carnival here.

Greater United Shows had a still date booked in Navasota, but canceled it to play the extended fair date. Total attendance was 50,000 with free exhibitors' tickets, two kids' days and vocational schools having tickets. Actual number of 10-cent tickets sold was 21,445. Out of the $9,000 cost of the fair, including $500 a day for rain insurance for nine days that was not collected, the fair ended in the red about $1,200. This is the first major fling that has been taken at a large fair in Temple. Bob Gresham, directing manager, said a decision as to whether a fair would be held next year will be announced later.

Many members of Schell Bros. Circus were visitors on Sunday as were several from the Beckmann & Gerety Shows, playing in Waco. Bill Hames, Ira Burdick, Mrs. Burdick and son and several other carnival folks were visitors. Mrs. Burdick was awarded $100 at a nightly cash drawing. The last night a 1936 Dodge car was given away. Concessioners included T. C. Boyer; Walter Fryklund, jewelry; Mr. and Mrs. J. J. DeVeaux (Ruhs), Jess Curtis, wax cleaner; E. D. Moore, T. Leonard, Mr. and Mrs. Earl Behee, novelties; E. V. Wilson, J. M. Niblik, T. O. Bennett, popcorn and peanuts; Mr. and Mrs. E. B. Massey, penny engraving; Mr. and Mrs. Milton Bartok, mineral oil; A. K. Thompson, Raymond Jacobs, mechanical cards.

Barnes-Carruthers Active

CHICAGO, Nov. 21.—One of the most active spots in that section of the loop tenanted by major theatrical concerns is offices of the Barnes-Carruthers Fair Booking Association. Already in full swing, the entire staff is contributing to a program of attainments in the outdoor field of entertainment that they predict will overshadow any past year. M. H. Barnes, president, is authority for the statement that his organization will introduce more novel foreign attractions than at any time in the firm's history. "We are laying particular stress also," Mr. Barnes said, "on the finest group of musical shows yet introduced by us. Our acts will be of the same high quality that has played a big part in building the reputation we now enjoy."

Profit Again for Wausau

WAUSAU, Wis., Nov. 21.—Wisconsin Valley Fair and Exposition finished on the right side of the ledger again this year, altho rain on opening and closing days cut into gate receipts materially. Secretary's annual report shows profit of about $1,000. Barnes-Carruthers furnished all grand-stand attractions, including Robinson-LaVilla revue, *Everything's Tops,* which played to largest crowds the fair ever accommodated on the big day. G. A. Mills, veteran race man, was re-elected president; Frank J. Gaetzman, vice-president; Bert E. Walters, secretary; Louis Becker, treasurer.

Fair Grounds

CENTERVILLE, Mich. — A profit of more than $5,000 was realized by the 1936 County Grange Fair, according to officials. Receipts were $30,744.73, disbursements $25,327.38, leaving a balance of $5,594.47. The 1935 balance was $4,278.13.

MILLERSBURG, O.—Secretary H. C. Logsdon, Holmes County Fair, said checks aggregating $3,000 have been mailed to 600 persons in payment of premiums awarded at the 1936 fair. Open class 4-H Club and vocational agricultural premiums have been paid in full and school premiums wil be paid when funds are available, he said.

SUSSEX, N. B.—The 1936 Sussex Fair set an all-time record for the 15 years the annual fair has been held. Attendance hit a new high and individual day highs were created on four days. The fair ran one week as usual. Jack Belyea, manager, has been at the helm 11 years. Old-time fiddling, barn dancing, old songs and baby contests were called box office builders for the fair, latest of Canadian fall exhibitions.

GREENVILLE, Ala. — All attendance records were broken at Butler County Fair and exhibits were largest in history. Happy Days Shows were on the midway. The event probably is in the black for first time in several years.

PASCAGOULA, Miss.—Jackson County Agricultural and Industrial Fair Association closed its most successful fall event last week. A good program plus fine entertainment were attributed by W. B. Herring, president, as reasons for the profitable annual. All classes of exhibits show marked improvement over former fairs. Premiums paid were largest in history.

INDIANAPOLIS.—Fielding W. Scholler, veteran harness race starter at fairs who is home here after a successful season in six states, including Kentucky State Fair, Louisville, reports he is booked over the same route for 1937 with few open dates. He declares prospects are big for next year and that there were more fairs and better purses in '36. He said that at the sale here on November 11 and 12 all worthwhile horses sold well. His season ran from July 4 until October 25, closing in North Carolina.

UNION SPRINGS, Ala.—Bullock County Fair, sponsored by the American Legion Post, drew well, with good weather and Thomas P. Littlejohn Shows on the midway. Fair cut out athletic events for first time and found little difference in attendance on School Day.

WORCESTER, Mass.—Officers and executive committee of Massachusetts Agricultural Fairs Association held a luncheon-meeting in the Hotel Bancroft here on November 17 to formulate a program for the annual meeting in the Hotel Brunswick, Boston, on January 21 and 22. Worcester was chosen as a central locale for the meeting for eastern and western men. President is Ernest H. Sparrell, Norwell, and A. W. Lombard, Boston, is secretary.

Complete Program of IAFE in Chi

(Continued from page 64)

Leo C. Dailey, secretary of Clay County Fair, Spencer, Ia.

Attitude of the Fair on Concessions, Walter D. Jackson, secretary of Western Fair, London, Ont.

Report of classification committee, Ralph E. Ammon, chairman.

Report of government relations committee, Milton Danziger, assistant manager of Eastern States Exposition, Springfield, Mass., chairman.

Reports of resolutions and special committees.
Open discussion.
Unfinished business.
New business.
Election of officers.
Adjournment.

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162 N. State St.
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MILWAUKEE, WISCONSIN
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Attendance in 1936 was 429,446 Admission Price will continue at 25c
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HOLIDAY GREETINGS
HILLSDALE COUNTY FAIR
HILLSDALE, MICH.
87th Year—September 26-October 2, 1937.
H. B. KELLEY, Secy.

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LOOK
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MERCHANDISE SECTION
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Putting Curbs on Use of Passes

Address by Henry L. Rapp, Boston, of Brockton (Mass.) Fair, on "Tickets and Passes" at annual meeting of Maine Association of Agricultural Fairs in the Hotel Northeastland, Presque Isle, on November 5.

When I was asked to say a few words on the subject of *Tickets*, I inferred that the word was intended to apply not to the ones from which fairs receive their revenue at gates but to free admissions on tickets universally known as passes. While this theme has been discussed until there is probably nothing new under the sun to be said about it, it is always of more or less interest to at least some of us. The reason is that no fair board has succeeded in solving this problem of passes to its own entire satisfaction, hence is always willing to hear it discussed in the hope of getting some new idea on it.

I think we all agree that a free pass was first issued with the idea in mind to allow officials of the fair, employees, exhibitors, concessioners and, in fact, anyone who thru their connection with the fair board or whose occupation requires their presence and services within the grounds. From that correct and proper idea has spread the distribution of free admissions or passes until it appears to some fairs that the big percentage of attendance is represented in admissions by passes.

On Maximum Allotment

I think that most of us are interested in finding a solution to curtail the distribution of free passes and then when this has been accomplished to see to it that nobody is allowed thru gates unless he does present the proper form of admission ticket, paid or otherwise. In the majority of instances where you find an excess distribution of free passes you will be able to correct that evil right within your own fair board.

Nearly every agricultural fair is managed and run by public-spirited citizens, giving freely of their time and effort to primarily boost their community thru the medium of an exhibition, and they feel, I believe, in the majority of cases where they are donating their services without compensation that they are entitled to as many passes as they want. Their secretary or person in charge of passes is reluctant to refuse them, knowing these conditions to be as they are. A great deal of this over-distribution of passes could be stopped if directors could agree on a maximum allotment to each official. Advise the person in charge of your tickets of this and I am sure it will help.

Another difficulty of smaller fairs is the demand made upon them for passes in connection with premium lists. Because a person exhibits a bunch of grapes, plate of apples or large squash, he or she thinks they are entitled to a free admission ticket, good for all days and nights of the fair. Fair boards are to blame a whole lot for this condition, for they feel that unless they hold out some inducement to exhibitors they won't be able to build up creditable displays. This procedure might be all right to follow providing this over-extension does not affect profit. Show me the fair that is just breaking even each year and I'll venture to say that it is one that is giving away admissions in the form of passes to a large extent.

Example for Gatemen

A fair association should analyze its passes and decide on the proper kind to use so as to eliminate misuse. By misuse I mean where one ticket is passed around for use of an entire family or from friend to friend during the week. We all would feel quite happy if we could believe that the pass we issued to a certain person was used only by him during the fair; but how often it is that father uses it today and the boys the rest of the week. This is a condition we probably cannot eliminate, but at the same time can help to a considerable extent.

When an association has found means of curtailing the over-distribution of passes, it will have solved about 50 per cent of the problem on tickets. The next step is to protect themselves against misuse of this privilege at outside gates. This in a great measure can be helped again by directors themselves in not abusing this privilege by a display of their official capacity. For example, telling a gateman to pass thru the gates Mr. So-and-So or they themselves walking past the gatemen without showing any ticket are actions which tend to weaken the confidence the ticket taker has in protecting the interests of the fair. If a gateman gets the idea that officials are passing all their friends, he sees no reason why he can't let in a few of his own friends in the same way.

To get the most efficiency out of gatemen, I believe, they should be instructed to pass no one, from the president down, without a proper ticket and all should be made to show it each and every time they enter. Should a fair be affected by an over-distribution of passes, it can help itself somewhat by a tight gate, but if it has both, an over-distribution of passes and a loose gate, the problem is truly serious.

Tightening of Gates

One way to tighten gates is to pick responsible, honest and courteous men to handle them. Gatemen are the first persons with whom visitors come in contact and they should be made to realize that the opinion people gain of a fair is influenced largely by the character and actions of its employees. One problem with which gatemen are continually confronted is offered by the individual who believes he should have received a pass but for some unknown reason has failed to do so. Such a person believes the best way to do is to talk his way thru. Some have developed this method to such a degree that at the ordinary gate they often get thru. In a number of cases there is considerable truth in the statement of an individual who hesitates to pay admission, thinking it is unlikely to be refunded. A corrective method which has been used to some degrees of satisfaction is to have the man in charge of the gate refuse everyone unless they have the proper tickets, collect their admissions and issue them refund checks. The person who has a legitimate right within your grounds will not refuse to pay his way, knowing it will be returned to him.

You have all heard the expression, "Necessity is the mother of invention." No truer example of that statement was there than in the World War. One incident of that condition was when the allies were confronted with seriousness of submarine warfare which was slowly but surely cutting them off from their base of supplies. They needed something with which to combat this and out of it developed invention of the depth bomb.

If the majority of directors of fairs knew the number of people admitted on passes and compared them with the number of paid admissions, they themselves would realize the seriousness of being cut off from their base of supplies and would be soon inventing "depth bombs" for their own protection.

HAVE PARKS——

(Continued from page 60)

have wanted to ask ourselves, "Has such a condition created itself that we no longer have any company or individual with inventive and creative ability in our industry to whom we can look to for new riding devices?" True, we have had a few offered us half-heartedly and one ride most successfully. I refer to the Loop-O-Plane. That ride was offered to the industry at a most opportune time, need for it was great, and why? Because it was a ride that gained instant popularity, was low priced, had a quick turnover and was of economical operation. But it has not entirely filled the need. Amusement parks and carnivals must have new rides to replace those that have become obsolete, meaning rides no longer having drawing power.

What are manufacturers doing to meet these demands of the public? Just this; they are prepared. Those of us who know have every reason to believe that we are about to be apprised of many new rides. During these years of economic distress, manufacturers have silently waited for a break in conditions. They know only too well that to produce a new ride and have it gain instant popularity it must be installed thruout the country as soon as possible after it is offered to the industry. To manufacture two or three each year over a period of four or five years would necessitate costs of fabrication to where the price would be away out of proportion to earnings. Likewise its novelty would be outworn and the full measure of success due the ride at its inception would never have been realized. To produce a popular novelty ride, it must be manufactured in quantity in order to keep the original investment of the buyer as low as possible.

Very few manufacturers have wanted to present their new ideas to the industry, fearing, regardless of possibilities, that interest would diminish over a period of time if, thru lack of purchasing power, sales could not be consummated. But with an improved state of affairs this fear will diminish and eventually pass.

Fair Meetings

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Fair Managers' Association of Iowa, December 7 and 8, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester. Iowa State Fair Board, December 9, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Western Fairs Association, December 11 and 12, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento, Calif.

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. Frank Thompson, president, Sherman.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

Agricultural Situation

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

FALL CONDITIONS BETTER

East and parts of the Mid-West have had abundant fall rains, replenishing wells, reviving pastures, helping late feed crops and giving winter grain a start. But a considerable area from western Iowa to Montana, as well as the Pacific Northwest, is still too dry. Farmers are hauling water, feed is scarce, and winter wheat has been delayed and handicapped. Over most of the country the late harvest is pretty well finished; potatoes are dug, cotton is picked, much of the corn husked, fruit gathered, and livestock moved to barn or winter feeding grounds.

Winter wheat is mostly sown and is up to good stands in eastern sections. But in the western Wheat Belt and in the Northwest dry weather has held back seeding and has brought very poor stands in many places where seeded.

The short potato crop and higher prices apparently will induce a larger acreage of early potatoes in the southern Gulf territory. The prospect is for about an 18 per cent increase in this early acreage. Sweet potatoes, altho about an average crop, are selling in some markets at double last year's prices, largely because of the rise in prices of white potatoes.

Fairly heavy stocks of apples are going into cold storage, as usually happens in a year of short crop and expected higher prices.

Export of apples this fall has been very light. The same may be said of wheat and pork products.

Better fall conditions made themselves felt in the dairy industry. Milk production increased a quarter of a pound per cow in September, first time on record that it ever increased in that month. On October 1 milk production per cow was 12.82 pounds, or 5 per cent above last year, and highest for that date since 1928.

POPULATION IS STATIONARY

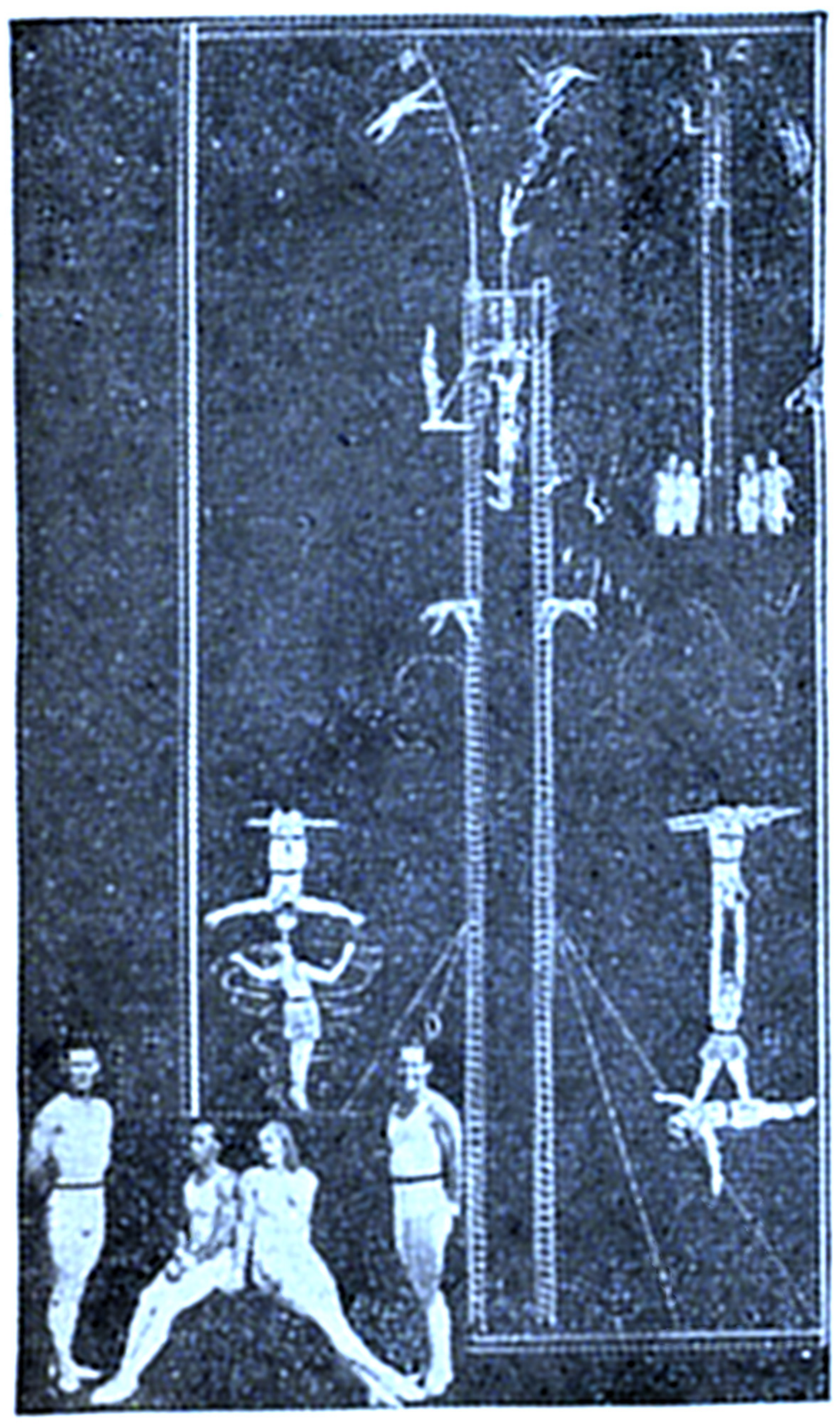
There are about 3 per cent more hens in farm flocks than a year ago, including a considerably larger proportion of pullets. Total output of eggs this winter is likely to be about that of a year ago.

One important general indicator which has just been brought to light is the estimate of farm population as of January 1, 1936. Our farm population is no longer increasing. This latest figure is 31,809,000, a gain of only 8,000 last year. It is only slightly more than it was in 1920 and is less than in 1910.

Migration away from farm to town last year amounted to 1,211,000 persons, while 825,000 persons moved from town to farm. (The excess of farm births over deaths offset the loss by migration.) This net migration of 386,000 away from farms during 1935 was the heaviest since 1929 and is significant as indicating some revival of urban prosperity. People usually move away from farms when times are good in cities.

Season's Greetings

To Shows Featuring Our Attractions and Our Friends All Over the World



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Now Booking 1937 Season

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

INCREASING interest has featured roller skating in Winnipeg. Manitoba Roller Skating Association is conducting various championships and numerous skaters are interested in fancy skating. Winnipeg Rink did not put in ice this season and has remained open as a roller rink. Indoor ice activities in public skating and hockey are confined to Amphitheater and Olympic rinks. Winnipeg's speed skating organization, Winnipeg and Granada Club, is making plans for a big season.

CRYSTAL PALACE Rink, Philadelphia, will be the scene of the first radio roller-skating party. The S. S. Fun for All, a participating program on WDAS, is sponsoring the party. Success of the affair will find the group rotating parties at every skating rink in the city. Adelphia, Carman, Arena, Crystal Palace and Circus Gardens roller rinks all advertise over that station.

CURRENTLY playing Western New New York night clubs, the act billed as Victor and Ruth, Unusual Skaters, is made up of Victor Rocco, formerly of Rocco and Hammond, who has a new partner, Ruth Sheil.

JOE LAUREY, who writes that he has resigned as president of the Transcontinental Roller Derby Association and is no longer connected with Arcadia Gardens, Chicago, and will be floor manager of Broadway Armory, Chicago, said regarding an item in last week's issue about the world's one-mile record: "I agree with the writer. It is Art Eglington who holds the one-mile record, 2 minutes 24 seconds. The pace setters were Al Krueger, George Schwartz, Ed Schwartz and Joe Laurey. Art Eglington and Roland Cioni were the fastest skaters I ever met. John Rosasco, of the Roller Derby, does not hold the world's record or any other skater in the Derby, as you cannot hold the masonite track to make a world's record."

RIJANE GAUTHIER, now known professionally as Rae Dallas, writes from Syracuse about conditions in the East, having closed Victoria (B. C.) Rink last spring and taken a trip to Montreal by way of Panama, West Indies and Halifax. "I had a marvelous trip thru Balboa, Trinidad, Barbados and then up to Halifax and Montreal. Roller skating is going big in Montreal. I met the Flying Aces coming in as I was leaving for Plattsburg and Saranac Lake, N. Y. I'm doing a solo fancy and trick skating act with tap and Russian on skates, working clubs in and near Syracuse. While here I had the pleasure of meeting Jack Whyte, owner of Alhambra Rink. He has a well-equipped spot and biz is good with him. I like to visit rinks and pick up new ideas for my rink in Victoria, which I intend to reopen. After Christmas in Montreal I will be booked thru Syracuse, Rochester and Buffalo."

TED MULLEN, in advance of Leo A. Seltzer's Transcontinental Roller Derby, arrived in Cincinnati with part of his staff early last week. He soon had preliminaries under way for opening of the Roller Derby in Cincinnati Music Hall on Thanksgiving Day, the event to run 21 days.

ABE PRILUTSKY and William Whitlock, who leased St. Croix Rink, St. Stephen, N. B., for the 1935-'36 ice skating and hockey season, have again leased this rink for the 1936-'37 ice season. St. Croix Rink is directly on the international border.

O. A. FOX, formerly of Peoria, Ill., is manager of a new rink recently opened in Michigan City, Ind., in the Metal Products Building, where a maple floor with 10,000 square feet has been installed.

THREE SILVER FLASHES, roller skaters, scored heavily at annual auto show of Mahoning Automotive Association in Stambaugh Auditorium, Youngstown, O., act proving one of the most entertaining on a bill of six big-time offerings, officials of the show reported.

LAND O' DANCE Roller Rink, Canton, O., one of the most spacious in Eastern Ohio, has reopened under personal supervision of J. C. Maytnier, Akron amusement man and rink operator. For several weeks he has been operating Coliseum Rink, Canton, and had intended confining roller skating to his new spot until a night club promotion at the Land o' Dance building was unsuccessful and the building was re-equipped for roller skating. Sessions will be held nightly excepting Sundays, with every Friday night being observed as McKinley High Night, and Saturdays as Novelty Night. Maytnier continues to operate the winter rink in Summit Beach Park, Akron, dividing time between the three rinks.

REPAIRS are being made to Arctic Rink, Fredericton, N. B., preparatory to opening for the skating and hockey season. L. B. Hanson, manager, reports expenditure of about $2,500 on repairs, inside and outside. It was reported that an artificial ice plant would be installed but this has not materialized. A team will represent the rink in the recently organized Southern New Brunswick Hockey League.

HARRY AVERS, formerly of the Whirlwinds, is appearing with his new skating act, the Rollwinds, at the Trianon in Paris. Vivianne Hulten, Swedish champion; Eric Erdos, Edi Scholdan, Liselotte Landbeck and Verdun are appearing in ice-skating exhibitions at the Palais des Sports in Paris. Three ice-skating rinks, Palais de Glace Saint-Sauveur, Etoile du Nord and Pole Nord are in operation in Brussels. Megan Taylor and Freddy Tomlins are giving exhibitions at the Etoile du Nord. Marc and Mary, acrobatic roller skaters, are at the Corso in Berne.

JOE FUCHS JR., manager of Diamond Square Rink, Pittsburgh, used four roller-skating acts last week. The same acts, following their appearance in the Smoky City, have been taken on a brief tour in Western Pennsylvania, which included Dormont, Evans City and a two-day stand at the Heinz Auditorium. Acts are Bright Star (Fred Murree), Indian exponent of fancy and trick roller skating; Flying Demons, skating trio, who recently parted with the Jack Van stage unit; Rita McCormack, tap dancer on roller skates, and Buck and Betty, speedy duo. Mr. Fuchs organized an amateur roller-skating girl chorus of 12, outfitting them in colorful pajamas and using them between specialties. Entire show served as a novel rink offering and was well received by patrons.

NORMAN W. (ALGY) BRITTAIN, St. John, new manager, has been placed in charge of St. John (N. B.) Forum Rink. He was assistant manager for the ice season of 1935-'36 in this rink. Opening to the public was on October 26 for an exhibition hockey game between Boston Bruins and Montreal Maroons. Ice-skating season started after the hockey games. A hockey team representing the rink has been entered in the Southern New Brunswick Hockey League, other teams sure of representation being from Moncton and Fredericton, N. B., with possibility of St. Stephen and Sussex, N. B., being added.

CAMDEN ARROWS, roller hockey team now in its seventh season, has played four games this year, winning three and tieing one, reports Wallace A. Mac Bain Jr. October 25 defeated Ringing Rock, Pa., 3 to 1; November 1 defeated Sanatoga, Pa., 2 to 1; November 10 defeated Sanatoga 2 to 1; November 14 tied Ventour City, N. J., 2 to 2.

EDWIN ALCOTT, Joe Russell, J. C. Ireland, Mel Lucas and B. J. Connoley, write that they are promoting a traveling skating circus to give one-night exhibitions in New York towns. Skaters will be moved daily by trucks, accompanied by Branetta's 15-piece band. To date contracts have been signed for appearance in Yonkers, Ossining, Peekskill, Newburgh and Albany. Alcott says he started in the rink business under Doc Parker at the age of 16, and was for years connected with G. D. Grundy at Grand Central Palace, St. Nicholas Rink and Penelope Park. Russell, former fight promoter, has had much rink experience on the Coast and is well known for organization of the Golden Wing and Frolic Skating clubs. Hockey, racing, games and waltz contests will be held nightly. Staff: Ralph Elliott, mechanic; Matthew Lepiec, skate captain; Margie Elliott, checkroom; Charles E. Smith, floor; J. C. Ireland, in charge of cashiers.

BIGGEST TURNOUT—

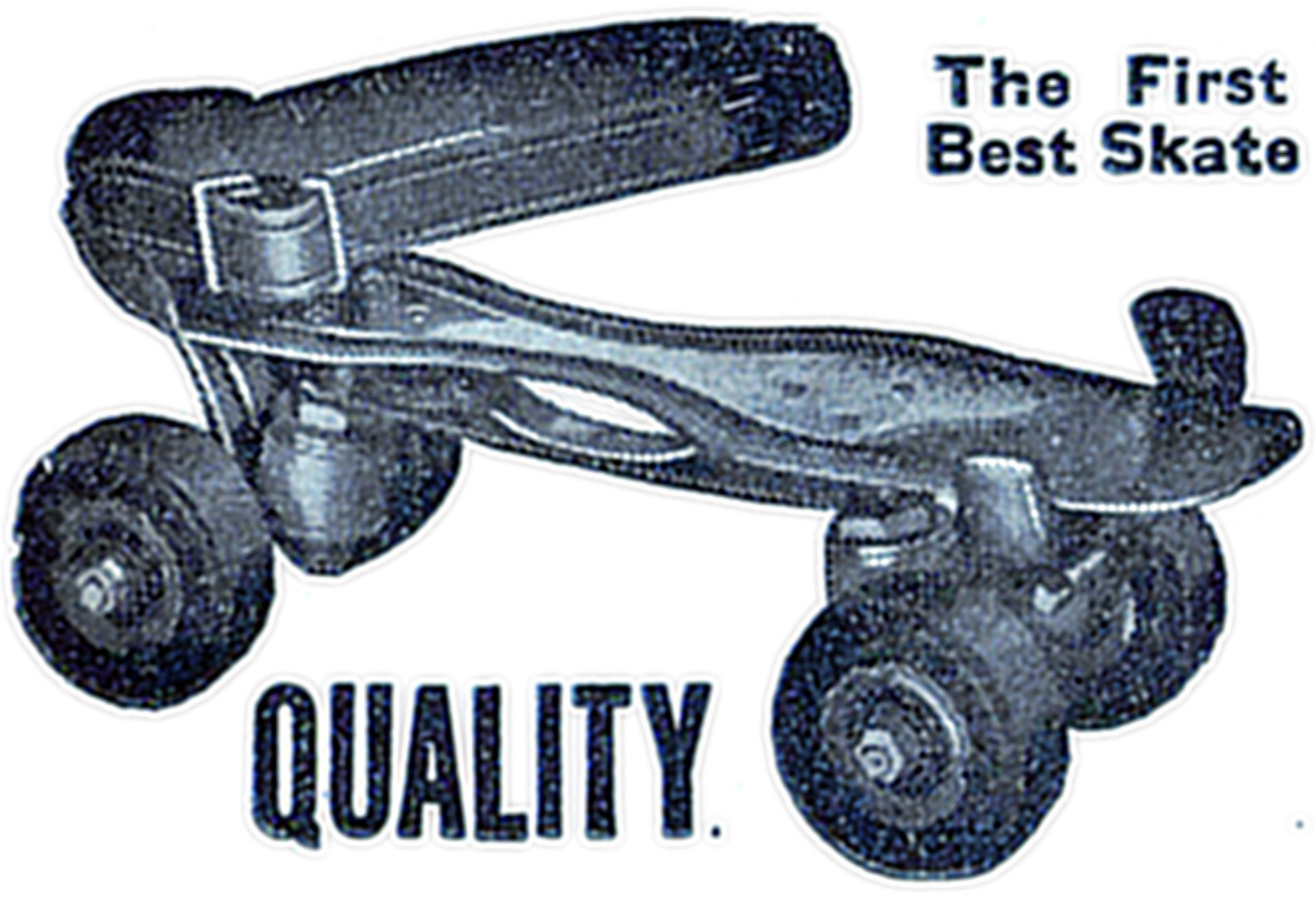
(Continued from page 54)

sults obtained thus far stimulate a hope for the permanent solution of this all-important problem and the assurance of proper coverage at reasonable costs," added Mr. Hodge.

Richard F. Lusse, first vice-president of NAAPPB, is chairman of the reception committee and will also be in charge of special entertainment for delegates and guests. The reception committee will be stationed in the main lobby of the hotel and its many members wearing purple badges will be pleased to assist arrivals in securing proper accommodations. Mr. Lusse has some new plans for novel entertainment which it is hoped will add materially to the pleasure of all in attendance.

List of Exhibitors

This is the latest list of exhibitors at the trade show: Dudley Lock Corporation, International Mutoscope Reel Company, Spillman Engineering Corporation, J. P. Seeburg Corporation, W. F. Mangels Company, Mission Dry Corporation, Hahs-Groves Company, Robin Reed, Fred Fansher, Custer Specialty Company, Rock-Ola Manufacturing Corporation, Buckley Manufacturing Company, Gantner & Mattern Company, General Register Company, Eli Bridge Company, Sellner Manufacturing Company, Allan Herschell Company, William B. Berry Company, Dodgem Corporation, Harry C. Baker, Inc.; Johnson Farebox Company, Norman Bartlett, National Amusement Device Company, Perey Manufacturing Company, R. S. Uzzell Corporation, Maurice Piesen, Chicago Roller Skate Company, Chicago Lock Company; Ackley, Bradley & Day; Bisch-Rocco Amusement Company, Cagney Brothers, Philadelphia Toboggan Company, Lusse Brothers, Inc.; *The Billboard*, A. M. I. Distributing Company, G-M Laboratories, George A. Hamid, Inc., J. M. Simmons Co., Winner Manufacturing Company; Lauerman Bros., Inc.; American Paper Goods Company, Coin Machine Journal, Safe Parachute Jumps Company, M. I. McDaniel, Nicolai-Neppach Company, W. S. Tothill, Pacific Amusement Company, Wagner & Son, Chicago Coin Machine Company, Outdoor Amusement Magazine, Automatic Novelty Company, Greater Show World, Genco, Inc., Inertol Co., Pedal Boat Company, General Amusement Device Company of Detroit, Eyerly Aircraft Corporation, Sunset Novelty Company, R. E. Chambers Company, Fred S. James & Company, Associated Indemnity Corporation, John Logan Campbell & Company, Champion Lamp Works, Rudolph Wurlitzer Company.



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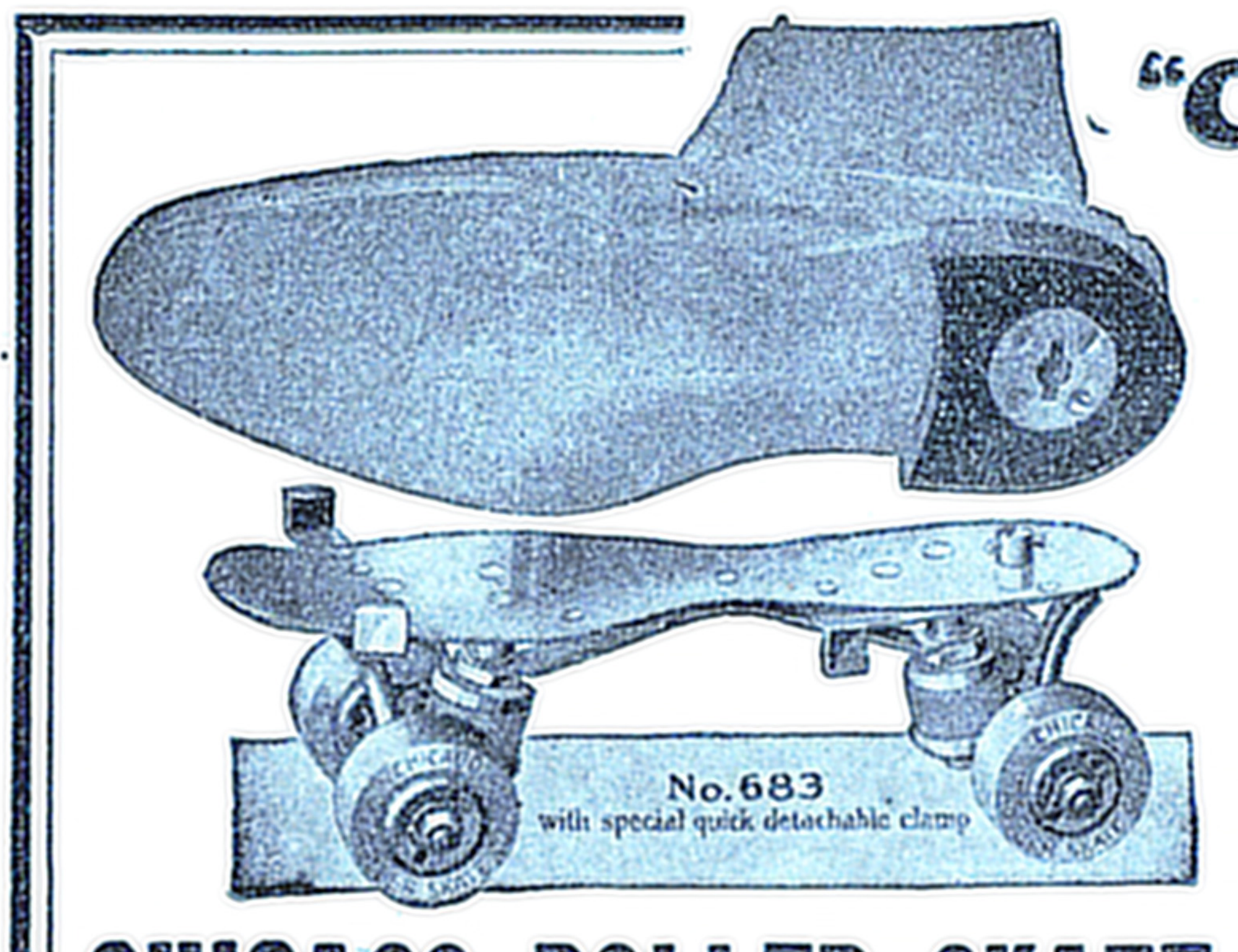

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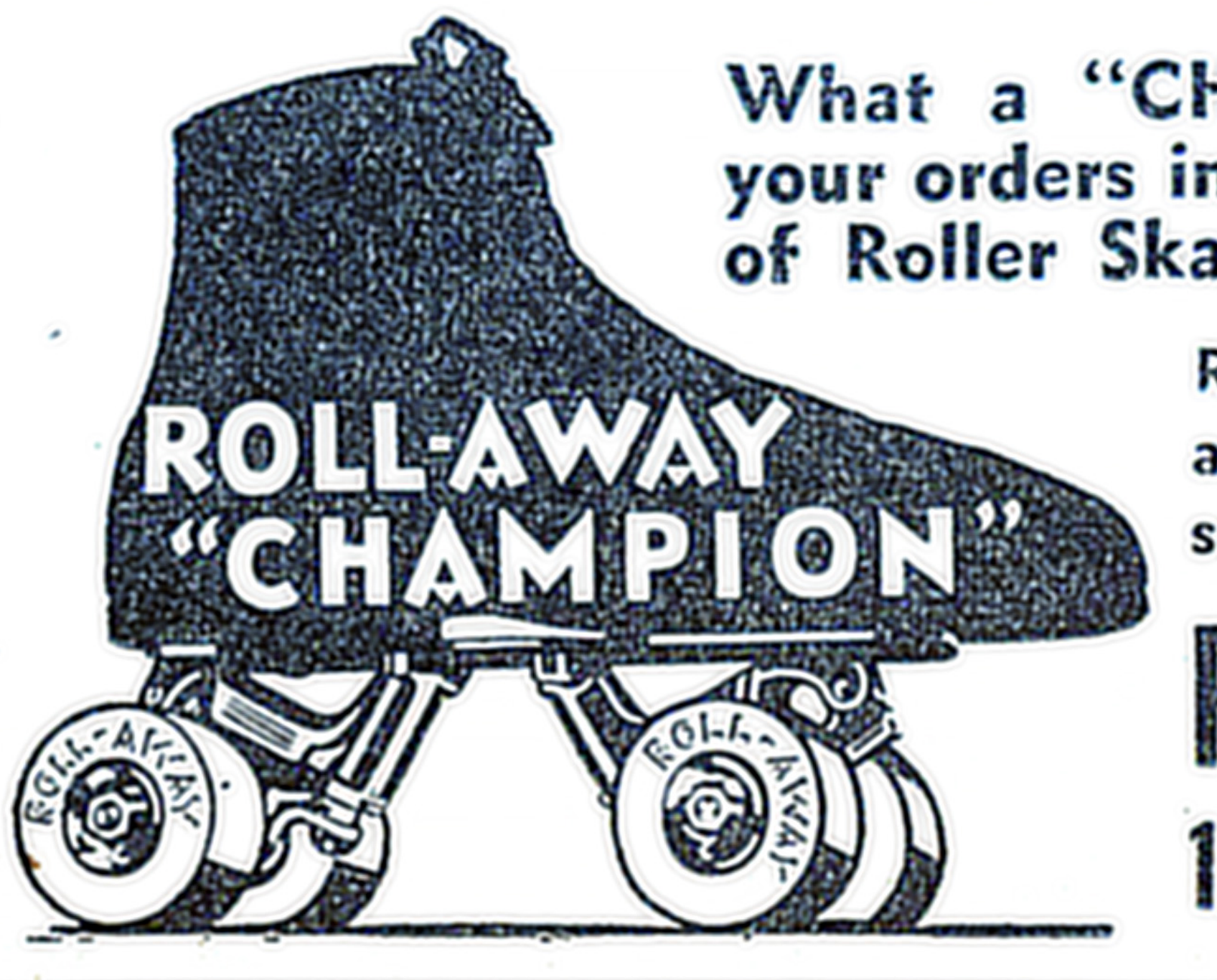


ROLL-AWAY extends its Thanks and Best Wishes for the coming season.

Roll-Away Skate Co.
12435 Euclid Ave., Cleveland, Ohio

BY-LAWS READY FOR ACA

Important Item On Chi Program

Adoption included in recommendations of Max Cohen in his annual report

CINCINNATI, Nov. 21.—One of the most important items to come before the third annual meeting of the American Carnivals Association, Inc., at the Sherman Hotel, Chicago, November 28-December 2, will be the presentation of a set of by-laws by Max Cohen, general counsel of the association. Mr. Cohen in his annual report will recommend that they be adopted.

Within the recent past a comprehensive set of proposed by-laws for the association was prepared by Mr. Cohen and copies forwarded to each of the members for persual and study. These by-laws represent the result of several years' work in their preparation and drafting.

Inasmuch as the association is now completing its third year and no by-laws have as yet been adopted, the general counsel will recommend the adoption of these by-laws and that the matter be not delayed any longer.

Other Recommendations

Mr. Cohen deems it imperative that all the recommendations he will make in his annual report should be adopted for the general good and interest of the ACA and individual membership. He will stress the importance of a definite legislative program for 1937. He will also

(See BY-LAWS READY on page 85)

Cetlin-Wilson Plan Innovations

Work started in quarters—Harry E. Dunkel re-engaged as general agent

GREENSBORO, N. C., Nov. 21.—Everything has been put away in buildings on fairgrounds here. Work has already started, under supervision of Frank Massick, for the repairing, painting, rebuilding and enlarging for the 1937 season.

According to the managers. there will be several innovations for the coming year, new type fronts as well as new lighting effects.

The show closed in Rocky Mount, N. C., on November 7 after the most successful season in the history of the show. Out for 30 weeks, playing 15 still dates, all under auspices, one celebration and 14 fairs. Closing with 12 rides and 14 shows, and used thruout the season. Great Wilno, human cannonball, was the free attraction. Loaded on 12 72-foot baggage cars and 20 trucks and trailers.

Harry Dunkel was the general agent and will again pilot the show for 1937. Mr. and Mrs. Leo Carrell are spending the winter in Florida; Duke and Lillian Jeannette in Baltimore; Art Parent is with a unit playing theaters; Toney Lewis is playing theatres and school houses with the Happy Harlem Revue; Mr. and Mrs. G. M. Cooper in Philadel-

(See CETLIN-WILSON on page 85)

Strates Signs W. M. Breese As General Agent for 1937

CHARLOTTE, N. C., Nov. 21.—James E. Strates, of the Strates Shows Corporation, was here this week in connection with his plans for the enlargement of his shows for season 1937. While in Augusta last Wednesday he signed W. M. Breese as general agent. Breese has been with a number of the largest carnivals in the past, including the Johnny J. Jones Exposition. He will take up his duties with the Strates Shows prior to the opening of the fair and showmen's meetings in Chicago.

American Carnivals Assn., Inc.
3d Annual Meeting--Complete Program

(All sessions of the annual meeting will be held at Room 114, Hotel Sherman, Chicago. Time indicated is Chicago time.)

MONDAY, NOVEMBER 30, 11 P. M.

Opening of meeting.
Roll call of member shows.
Reading of minutes of 1935 Chicago meeting and approval thereof.
Annual report of General Counsel and approval thereof.
Reports of officers.
Discussion of activities of the Association for past year.
Applications for and election to membership.
Recess to Tuesday, December 1, 2 p. m.

TUESDAY, DECEMBER 1, 2 P. M.

Opening of meeting.
Roll call of member shows.
Reading and discussion of by-laws.
Adoption of by-laws.
Unfinished business.
New business.
Recess to 11 p. m.

TUESDAY, SECOND SESSION, 11 P. M.

Opening of meeting.
Roll call of member shows.
Election of directors for 1937.
Directors' meeting combined with membership meeting.
Election of officers.
Discussion of Association policies, etc.
Recess to Wednesday, December 2, 2 p. m.

WEDNESDAY, DECEMBER 2, 2 P. M.

Opening of meeting.
Roll call of member shows.
Unfinished business.
Applications for and election to membership.
New business.
Miscellaneous business.
Discussion of policies for 1937, etc.
Addresses by members present on subjects to be announced at time of meeting.
General conference on matters affecting the carnival industry.
Adoption of policies and legislative program for 1937.
Open forum.
Adjournment.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DeBELLE

Con Carnie, Mex.
Week ended November 21, 1936.

Dear Charlie:

This is the show's first invasion of this territory, below the Rio Grande River. Thousands of cheering Mexicans lined the railroad tracks for miles to welcome the Century of Profit Shows. Newsreel men flocked along the banks of this mighty little stream to get pictures of the first big rail show to cross the International Bridge here in years. Governors of the different States of Old Mexico boarded the Gold Leaf Special while en route as guests of the management. They ate the dining car out of chow and drank up all the suds.

With flags flying and bands playing the show made its triumphant march into the land of cactus, heat, desert sands and adobe huts. The shows were not brought to this land of manana for any monetary gain whatsoever, but to spread joy and happiness thruout its borders.

The city of Con Carnie (not named after any showman) is located in the heart of the chili district. The bosses were elated with this contract, to furnish the midway for the Late Fall Chili Festival. They feel as though it has elevated them from the ordinary coffee and doughnut circuit to wheat cakes with butter.

Due to the long "stall" in taking up collections to keep the train moving, the shows arrived late. The show was on the lot by 9 p.m. Monday, having set up during the coolness of the night.

Tuesday, Children's Day, opened with everybody taking a siesta from 2 to 8 p.m. After sending out the calliope and singing girls thru the streets to wake the natives up, the show did a fair business that night. Clever chaps these Mexicans. Their fair most modernly equipped. The free chili was pumped to the grounds through a pipe line. Even Sam, who worked for tips in the restroom, put on the mooch with a loudspeaker.

Thursday, Friday and Saturday the show did a land office business. The natives traded tracts of desert land for tickets. This plan was really no financial gain but gave the bosses prestige as big property owners. This property will be divided into lots and given to the show's employees, part as a bonus and part to be worked out on the easy payment plan. MAJOR PRIVILEGE.

P. S.—Fanny Ballyhoo, Pete's youngest son, who is working as a half and half in the side show, purchased a Mexican hairless dog. Has named him Chili Trouper. Will mail a picture of him to be run in *The Billboard*. M. P.

Glick Shows Announce Cracraft as General Agent

RALEIGH, N. C., Nov. 28.—William Glick Shows closed their season of 28 weeks here and will winter in this city, having obtained a large building for that purpose. William Glick and the writer immediately left for Baltimore and General Manager Milton Morris left for Miami, Fla.

The season was a successful one for all concerned, both the office and operator alike. Active plans for a larger show are now in progress.

C. W. Cracraft has been appointed general agent for the show for the season of 1937, with Milton Morris again handling the managership and the writer secretary and treasurer.

Eddie Lathan, chief electrician, home to Indiana; Ralph Decker to Poughkeepsie, N. Y.; Charles Tasgy to Baltimore, Dave Stock on a hunting trip, Helen Stock to Baltimore, Carl Kalansky to Miami, Charles Leister to home in Maryland and Fred Dyke to Michigan. Reported by William A. Hartzman, secretary of the shows.

PHILADELPHIA, Nov. 21.—Edward K. Johnson, ahead of the De Luxe Shows of America, returned here after a tour of Southern fairs.

Royal American Shows Pep Up

Tampa quarters now a scene of intensive preparations for 1937

TAMPA, Fla., Nov. 21.—There's a feverish pitch of reconstruction under way here on the fairgrounds where Royal American Shows went into "the barn" after closing the greatest season in their history, Jack E. Dadswell reports.

Virtually every exhibit building has been converted into a workshop. Walter DeVoyne, secretary, stated the campaign calls for nearly $100,000 of expenditures in the nine weeks that the shows will be "off the road" between Florida midwinter fairs.

"Carl, Elmer and Curtis are determined to make 1937 stand out with as much more brilliance as the season just ended did over previous years," Walter asserted.

The new note of overhead illumination and neon decorations, Vince Book, construction superintendent, revealed, has led the way to a number of novel new ideas. "My instructions are to carry out this campaign with speed and completeness in every detail," Book declared.

During the season recently closed Royal American played 26 outstanding fairs, celebrations and exhibitions over the continent. This winter the Florida events include Florida State Fair at Tampa, Central Florida Exposition at Orlando, Pinellas County Fair at Largo and Orange Festival at Winter Haven.

Shows are to provide not only the midway attractions but concessions as well. Curtis Velare's department is busy getting ready for dates which begin on January 8.

To Be Ready for Opening

Most of the ground work will be completed before the Florida fairs. During

(See SHOWS PEP UP on page 85)

Pan-American in For the Winter

Strayer reports additions for 1937 in shows and free attractions

CAIRO, Ill., Nov. 21.—At the close of season in Augusta, Ark., J. R. Strayer, manager, reported Pan-American Shows enjoyed a very prosperous tour during 1936.

Three-fourths of the showfolk will spend winter doing indoor work and visiting friends and relatives.

Among those listed at winter quarters now are Mr. and Mrs. Strayer, Mr. and Mrs. Bobby Mack, Mr. and Mrs. Park Moore, George Moon, Ray Latticker and Buster Bussey. Herman Schwartz has been contracted as concession manager for 1937 and is now visiting with friends in Des Moines, Ia. He plans to return shortly after the holidays to start work on concessions and stock. Park Moore has been busy building a new corn game. A new top has been ordered and Moore is building the framework, which will be altogether new and different from corn games.

George Moon and staff of painters and mechanics are busy rebuilding and repainting all equipment. It is planned to build several new panel fronts for shows, all carried out in a new and different design from ordinary fronts.

Mr. and Mrs. Strayer will leave winter quarters shortly for an indefinite stay in Memphis, where Mrs. Strayer will undergo medical treatment while Strayer will attend to business matters.

Bobby Mack has started his booking tour. Pan-American Shows will boast of more attractions for next year, including entertaining shows, modern rides, uniformed band, sensational free acts and a large number of concessions.

SPILLMAN SPEEDWAY AUTOS and TRACKWAYS

A BIG PROFIT RACE COURSE FOR EVERY MIDWAY. PARKS AND CARNIVALS EVERYWHERE WILL APPRECIATE THIS PERFECT RIDE—PERFECT IN EARNING POWER—PERFECT IN OPERATION—PERFECT IN APPEAL—BUILT IN VARIOUS SIZES—100 PER CENT PORTABLE—

IMAGINE THE FUN—A fleet of these flashy autos in competition around the speedway—two, three or four abreast, driven under entire control of the passengers. They slow down, speed up or cut in or out at will—two adults to a car comfortably.

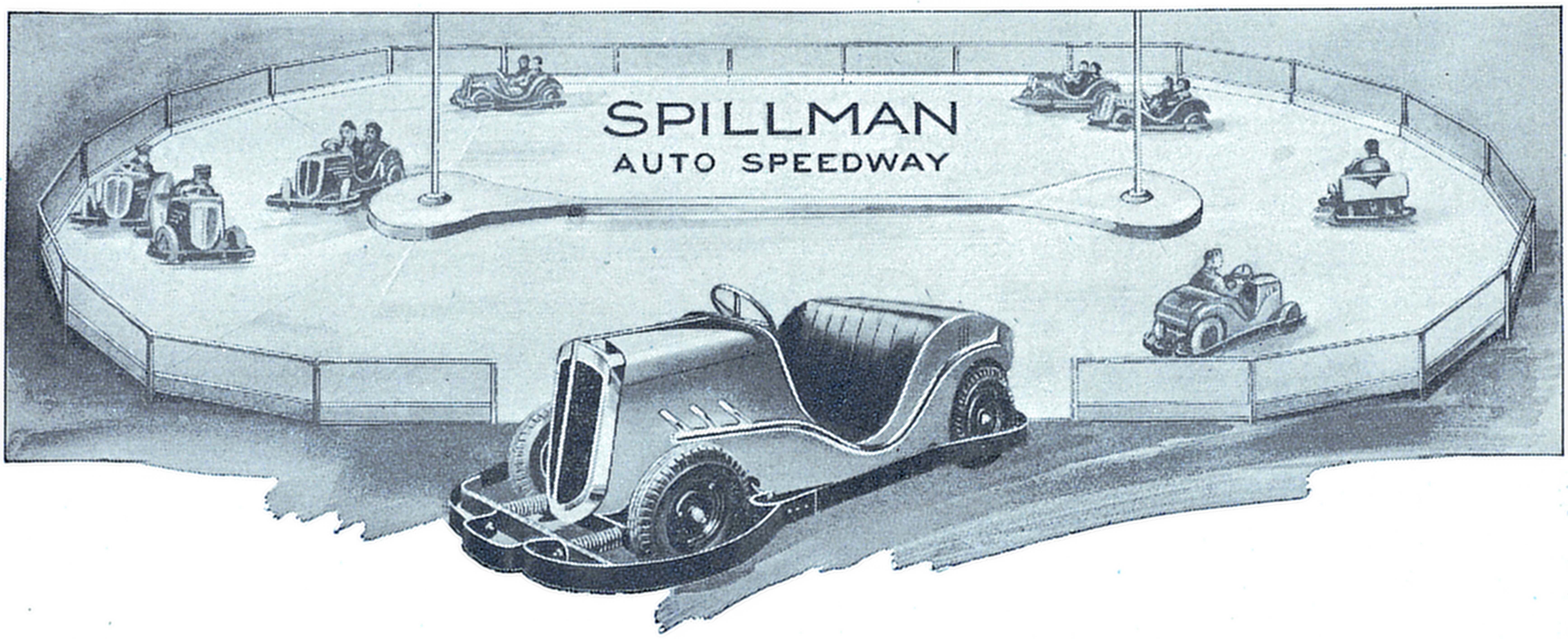
Imagine also—When the operator pulls a single lever from his off-track position ALL AUTOS PROMPTLY and AUTOMATICALLY COME TO A STANDSTILL WITHIN THE DESIGNATED LOADING AREA. All autos stop and start at one time. The ride is perfectly controlled—fast in operation—free from "grief" and a definitely proven profit maker.

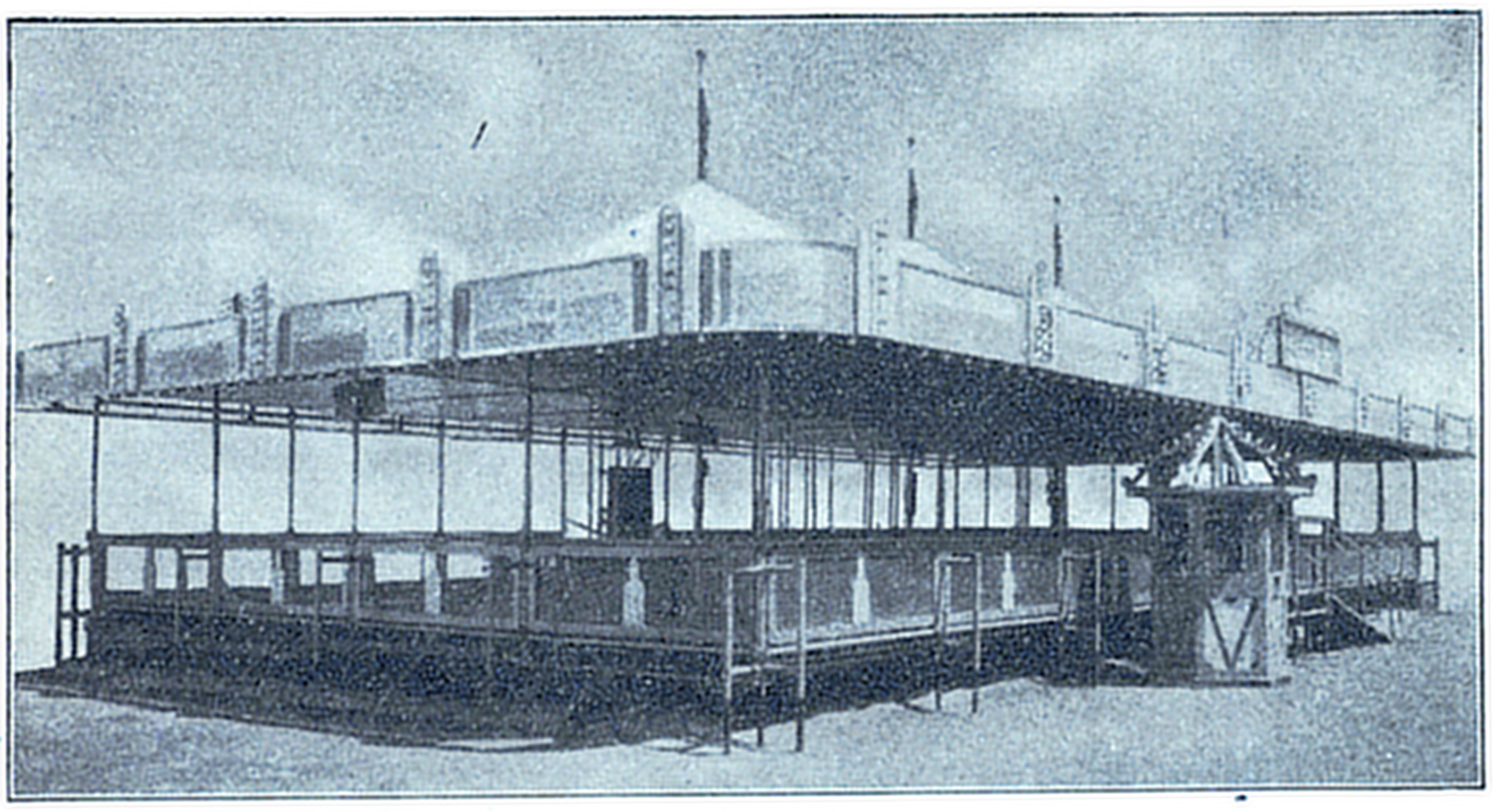
$1,170.00 in ONE DAY—$42,000.00 in ONE SEASON is the actual record of a fleet of 16 of these autos at the recent Brussels Exposition.

A most certain source of Amusement Ride PROFITS is obviously the car-type ride which is individually driven. Such rides have increased their success as a closer likeness to the motor car has been attained. Therefore the appeal achieves its climax in an actual miniature car, gasoline driven.

Spillman offers the complete ride consisting of the oval Trackway in the basic size of about 45'x90'. This size comfortably and efficiently accommodates 16 autos. Smaller tracks are available where desired or the standard track with fewer autos may be purchased and autos added as business demands. Tracks are equipped with the patented Trip devices, fence work, lighting arrangements and ticket office. The complete job, ready to erect and operate.

The demand for Spring deliveries will tax factory capacity—decide now on this big-profit ride and thus assure shipment in ample time for your needs.





PORTABLE BUILDINGS FOR DODGEM AND SKOOTER CARS

Here is by far the most attractive and practical building yet developed for the ever-popular Dodgem and Skooter Rides. Beautiful in appearance with its outer cornice in a variety of pastel colors separated by chromium steel bands. The buildings are constructed almost entirely of pipework and steel—patented pipe locks are generously used making for quick assembly or tear down. These buildings are furnished in various sizes to fulfill every need—32'x48'—32'x64'—32'x80'—40'x80'.

The 32'x64' building (pictured here) loads complete on three wagons and is of sufficient size for 16 Dodgem or Skooter Cars.

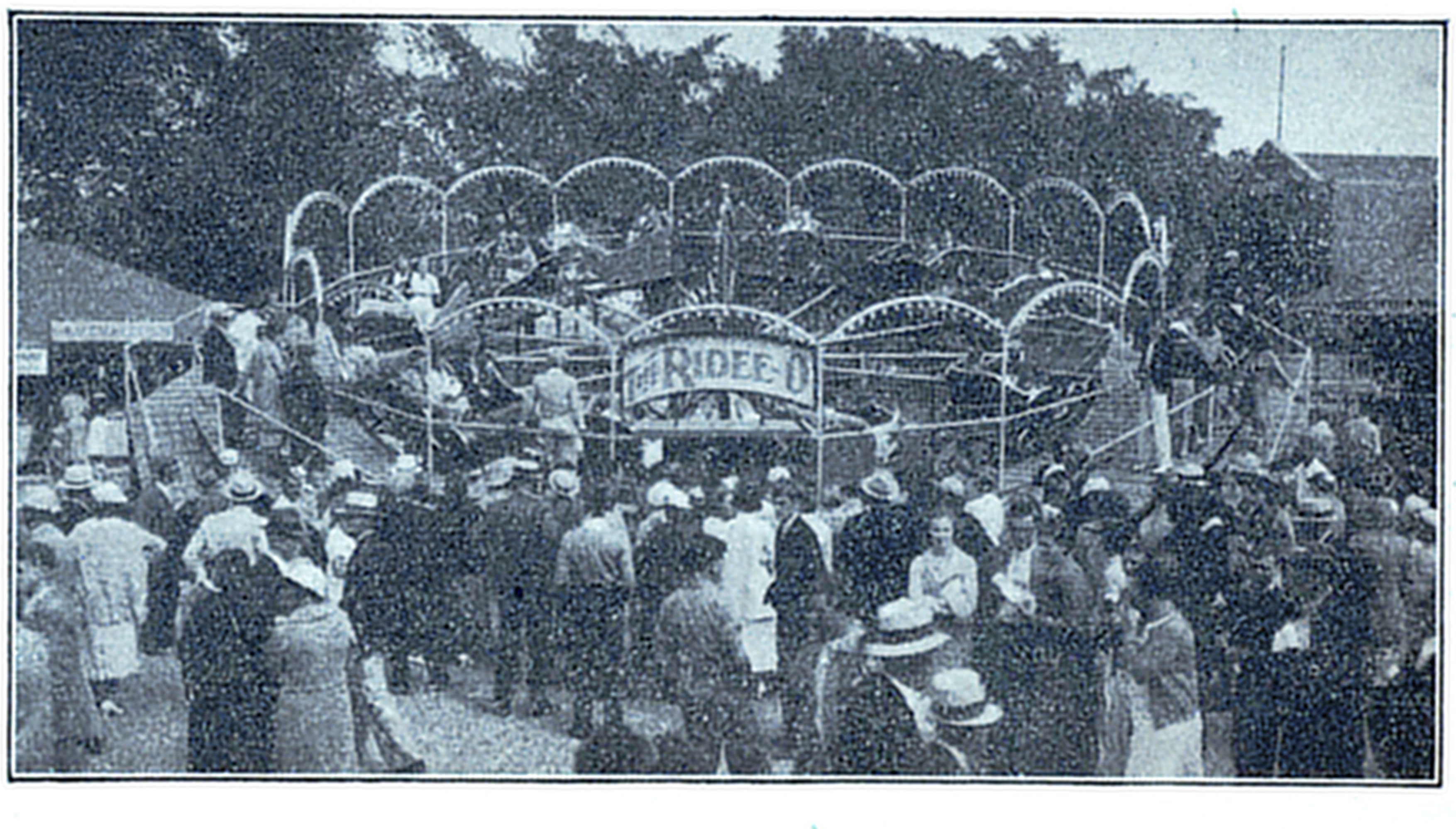
The entire floor is supported on steel jack-knife adjustable supports—NO BLOCKING IS USED.

PROVED AS PREDICTED--THE BIGGEST MONEY MAGNET IN THE AMUSEMENT RIDE FIELD--THE 12-CAR RIDEE-O RIDE

Showmen the world over will gladly tell you of their profitable and pleasant experience with the Ridee-O Ride. The Spillman factory was kept busy day and night during 1936 and even then was unable to supply the demand for "Ridee-O"—already orders are booked for 1937 delivery—if you haven't arranged for a Ridee-O on your midway better do so now!

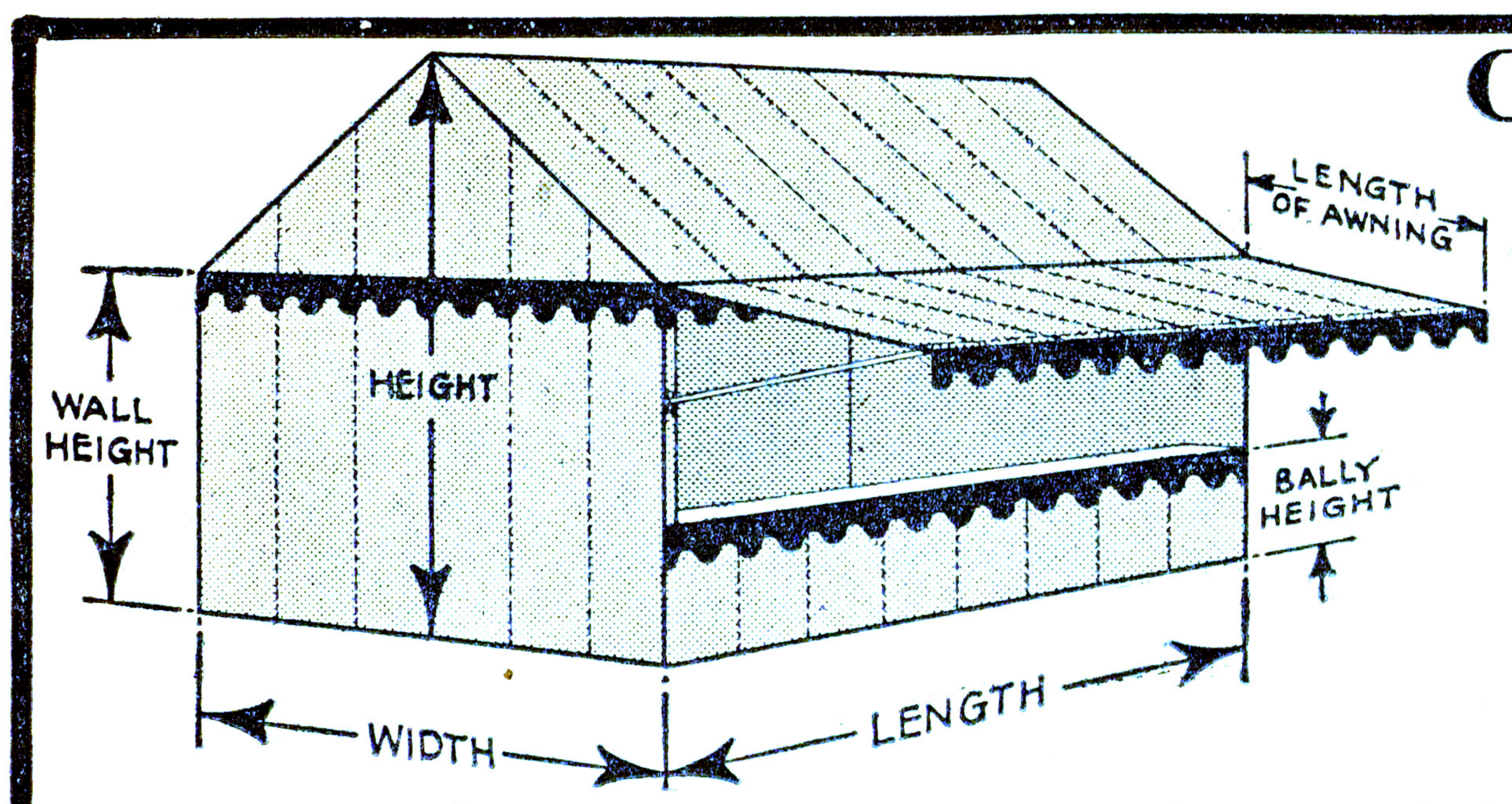
RIDEE-O, the ideal ride—ships on two trucks; occupies 50 feet of midway frontage; has 36 adult or 48 child capacity; quick to load and unload with its double entrances and exits; costs practically nothing to maintain; has definitely proved its strong public appeal and large money-earning ability.

A wire from Patty Conklin represents the consensus of opinion —"Very pleased with the Ridee-O—has far exceeded our expectations —topping the midway every night—we find it the easiest ride to erect and tear down we ever handled."



SPILLMAN ENGINEERING CORP., NORTH TONAWANDA, NEW YORK

World's Largest Manufacturer of Amusement Rides



Concession **Tents**

Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

PAN-AMERICAN SHOWS

NOW BOOKING FOR 1937 SEASON

Shows and reliable Show People with something to offer, let us hear from you. Will furnish complete outfits. Want to book Monkey Circus, Small Drome and Unborn Show. Want Sensational Free Act. Useful People in all lines, write. Concessions—Custard, American Palmist, Photo, Diggers for sale, exclusive. Corn Game and Wheels are all sold. FAIRS WANTING TO BOOK AN UP-TO-DATE SHOW WITH 20 PAID ATTRACTIONS, WRITE.

ADDRESS—425 NINTH ST., CAIRO, ILL.

J. R. STRAYER
Manager

BOBBY MACK
General Agent

HERMAN SCHWARTZ
Concession Manager

ANNA-JOHN BUDD

NOW BOOKING FOR SEASON 1937

Freaks and Novel Side Show Acts for TWO UNITS.
Want Acts new to the West Coast.

ANNA-JOHN BUDD, Argyle Apartments,
146 McAllister St., San Francisco, Calif.

BARFIELD'S COSMOPOLITAN SHOWS

(A SHOW WITH AN ATMOSPHERE OF REFINEMENT)

We wish to extend the Greetings of the Season to All Friends in the Profession and to Our Fair Secretaries and Celebration Committees.

We are now booking Attractions for the 1937 Season, including Shows, Novelty Rides and Concessions. WILL BUY a Smith & Smith Chair-o-Plane if in good condition and in this territory.

C. E. BARFIELD, Mgr.

Cosmopolitan Shows, Jacksonville, Fla.

P. S.—Will open a Unit of Rides and Concessions in Florida early in January. Good opening for Grind Stock Concessions. Use above address until January 1.

LORD'S PRAYER ENGRAVED ON PIN HEAD!

ORIGINAL, WORLD-FAMOUS NOVELTY WITH EXHIBITION STAND OUTFIT **$10**

EXHIBITORS AND CONCESSIONERS—You can now exhibit and sell genuine "Lord's Prayer Pins" at a large profit. These internationally famous pins have ENTIRE LORD'S PRAYER, 65 words, 254 letters, stamped on head from original steel die engraved by the renowned late artist, G. E. Lundberg. Proclaimed by authorities to be the finest handiwork in existence!
$10 BUYS COMPLETE EXHIBITION STAND AND OUTFIT, including Double Magnifying Lenses, Electrical Lighting Equipment, Large Photostatic Copy of 60 selected Press Write-ups from leading cities attesting its amazing craftsmanship, and ONE DOZEN Gold-Plated Lord's Prayer Pins on Explanatory Cards—**ALL FOR $10. FOUR PINS, $1. PER HUNDRED, $12**, Postpaid. Immediate Shipment. Cash with order or C. O. D.
z
LUNDBERG BROS., 520 North 45th Street, Seattle, Wash.

FOLEY AND BURK SHOWS

REPUTABLE ATTRACTIONS and CONCESSIONS

Desiring a Pleasant, Profitable Season, Communicate 603 Humboldt Bank Bldg., San Francisco, Calif.

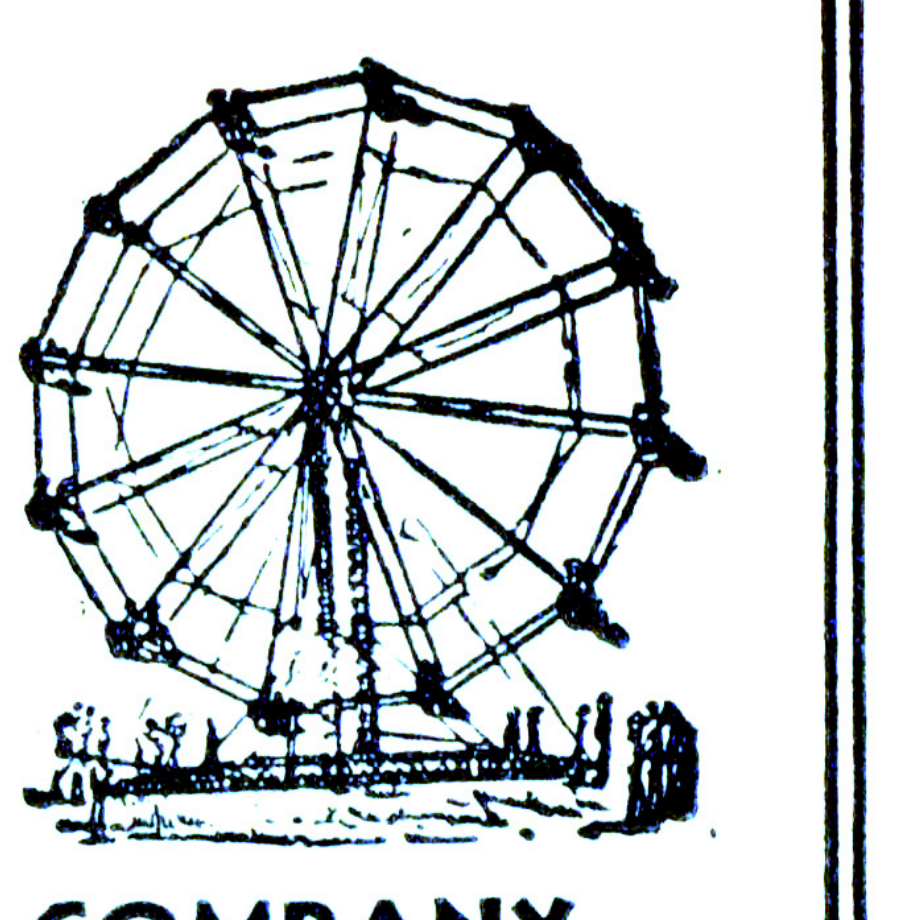
Greetings Best Wishes for a Prosperous 1937

BEST IN THE WEST

COREY GREATER SHOWS

WANTED for 1937 Season, Sensational Free Acts, Big Eli Wheel, (Book or Buy) Chairoplane, Kiddie Autos, Tilt-a-Whirl, Whip or any Flat Rides. Manager for Ten-in-One, Oriental Dancing Girls, Talkers. Will furnish Tents to real showmen that can put something in them, organized Plant. Show (Young, Tallie, Wiggins write). We have complete outfit. Cook House, Grab, Custard, Candy Apples, Photos, Palmist, Wheels, Ball Games and legitimate Concessions of all kinds (except Corn Game). We have nine Old Home Weeks, one Centennial and twelve Fairs booked. If you are a real Showman or Concessionaire, we want you. This will be our 31st Annual Tour. Will open Johnstown, Pa., in April. No better Carnival City in the U. S. A. Address **E. S. COREY, P. O. Box 918, Johnstown, Pa**

P. S.—Can place real Promoter with car. Must furnish A-1 reference. Also can place Small Orchestra and Concessions now for Indoor Carnivals.



Donald McGregor Says:

"Many times this season I could not have moved the Show had it not been for the No. 5 BIG ELI Wheel."

When you invest your money in a Riding Device, why not put it in the time-tested, profit-paying No. 5 BIG ELI Wheel? Always a sure-fire money-getter.

ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

CONCESSION CARNIVAL **TENTS**

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO
701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested In
MOTORIZING
Write for Our Special Finance Plan.
CHARLES T. GOSS
(With Standard Chevrolet Co.),
EAST ST. LOUIS, ILL.

MELL A. GRISSOM
SELLING CHEVROLET EQUIPMENT.
Special Showman's Finance Plan.
KENSINGER CHEVROLET CO.
MEMPHIS, TENN.

Strates Show Plans Big

Full winter-quarters work to start on 20-car show after new year

NORFOLK, Va., Nov. 21.—Following closing of Coastal Plain Fair at Tarboro, N. C., as well as end of 1936 tour of the Strates' Shows Corporation, immediately loaded and entrained for their new winter quarters here. Ideal winter quarters had already been secured located in heart of city along the waterfront, fireproof and protected by sprinkler systems.

The entire show equipment has been stored away and arrangements were made to store railroad equipment at the Pennsylvania freight depot.

General Manager James E. Strates left on an extended trip and will wind up at the convention at Chicago. It is his intention to enlarge the shows this winter for the coming season and make it one of the outstanding 20-car shows on the road.

Work has already been started in dismantling and getting much of the equipment ready for the real work of renovating and building, which will start immediately after the holidays when a complete crew of builders and workmen will start work of remodeling entire show.

Five more cars will be added to the train and several new rides are now being arranged, which will bring the total to 15. As the show has carried nothing but legitimate merchandise concession the past, no deviation will be made from this policy.

Some 18 shows will be carried, quite a few of which will have wagon fronts, making this show really outstanding for its 1937 tour.

George S. Marr, well known executive in the carnival field for years, who has been with the show since last September, has been re-engaged as secretary and assistant manager. Florence Dickens, who for a number of years has been private secretary to Strates, will act in the same capacity, as well as auditor.

Strates announces that he has closed contracts for the appearance twice daily of the Four American Eagles, feature free act. Possibly one other will also be carried. With a competent promotional staff it is hoped to make practically every still date what may be termed a real event in every way.

Practically all of the personnel have left for points South and their various homes excepting Nat Worman, who, with Giff Ralyea, electrican for years, are in charge of winter quarters, assisted by Claude Brown and a crew of three men for the present.

Midwest Shows End Season; 136 Weeks Without Closing

ALBUQUERQUE, N. M., Nov. 21.—The original Midwest Shows just brought its season of 136 weeks to a close, with a record of having been out the longest without closing is thought to have been established. Now in winter quarters here is like a little city, men painting, overhauling and repairing. Shows will take to road again in April or May, according to weather.

Toured six States as truck show. Some States are tough on license for show trucks, but management hopes to see that condition remedied soon. Later shows in part are going out and make a few Mexican and Indian Fiestas so shows really won't be closed all winter.

Horace Manerval, our foreman and electrician for eight years, is in the hospital after undergoing an operation, but is getting along fine and will be out in a few days.

Manager Ed Lundgren and wife, Edith Lundgren, secretary, will take a trip to their home in Minnesota during the holidays, and then back. Reported by Bud Wilson for the shows.

New Motorized Show

CINCINNATI, Nov. 21.—A new carnival, titled Great American Shows, is slated to go out on trucks next season. It is to be advertised as "a mammoth midway of matchless magnificence and incomparable international features." It is planned to have modernistic panel fronts for shows, with plenty of illumination. Work of painting, building and rebuilding is to be under personal direction of George Bennett, and motor equipment for rides and trucks will be in charge of Hank Staulken. Evelyn Staulken will be cook at winter quarters.

Mr. and Mrs. W. G. Wade Have Returned to Detroit

DETROIT, Nov. 21.—Mr. and Mrs. W. G. Wade have returned to their home here after spending a week touring the upper peninsular of Michigan.

L. E. Madison has booked his Moto-Drome with the shows for season of 1937.

Mr. and Mrs. Fred Miller, of the shows, are vacationing in Pennsylvania, West Virginia and Ohio and expect to return here the latter part of November.

Request for Biographical Data

THIS Christmas Number is an opportune occasion to call the attention of carnival folks to the need of The Billboard having biographical data, relative to themselves, in its files. Many times each year The Billboard receives sparsely worded reports (often telegraphed in a few words) of carnival folks having passed on. In numerous instances at near-to-press time. Likewise in cases of critical injuries or illness. Some reports have merely stated: "——— ——— died here today." This publication has biographical data on thousands of show people. It needs such important matter concerning all of them. In cases of sudden death, providing addresses of relatives is an important item. Such needed information regarding many "well known" (in the common way of classification) showfolks is not at hand.

The principal points needed are: Name. Home address. Address of a near relative, or relatives (to notify in emergency cases, especially). Age. What show or shows connected with and in what capacities. When entered the profession. What other particulars individuals care to provide. Each collection of data should bear date of writing.

BECKMANN AND GERETY SHOWS

FRED BECKMANN.

World's Largest Carnival Attractions

Extend

Greetings and Best Wishes to our Friends Everywhere

OPENING OUR 1937 SEASON APRIL 19, 1937, AT FIESTA DE SAN JACINTO AND BATTLE OF FLOWERS, SAN ANTONIO, TEX.

Now Booking for 1937 Season—Attractions that conform with our high standard of entertainment.

WINTER QUARTERS—301 DUVAL ST., SAN ANTONIO, TEX.

B. S. GERETY.

PETE KORTES

Presenting

World's Largest Circus Side Show

(Freaks—Curiosities—Strange People)

Also Operating

Double Loop-O-Planes and Baby Auto Ride

Doc, H. D. and Betty Hartwick

Present

America's Finest Deep Sea Exhibit

and

H. E. Lushbaugh's Monster Captive Whale

"Thanks to Mr. Beckmann and Mr. Gerety and Staff for a Whale of a Season."

A LOT OF SHOWMEN HAVE ALREADY DOPED THIS OUT:

Beckmann & Gerety has definitely set themselves as one of the Greatest Carnival Attractions in the business. If you can make a deal with them now or next season, go to it, you won't be going wrong. Fine folks, Fred and Barney.

L. C. McHENRY "Crime Show"

Now building an outstanding "Crime Show" for 1937.

BILL and MARIE HEGEMAN

Present

A REAL TWO-HEADED BABY

The only attraction of its kind on the road. Two seasons with Beckmann & Gerety Shows. Doing Real Business with Real Folks.

My Appreciation for a Pleasant and Successful Season,

A. M. (JAKE) BRAUER

Operating "Humpty-Dumpty"

"The House of Laughs"

Greetings To All Friends

L. S. "LARRY" HOGAN

General Representative

KENT HOSMER

Press Representative

MACON E. WILLIS

Special Agent

JIMMY LIMBAUGH

Presents

"ARE YOU FIT TO MARRY?"

A Sex Show that is Different.

"Thanks to Beckmann and Gerety for a wonderful season."

THE "WALTZER"

Still Thrilling the Public

Fred "Mississippi" Baker, Manager

Seventh Season With

BECKMANN & GERETY SHOWS

Presenting

"COTTON CLUB REVUE"

A Classic in Colored Minstrels

JESS M. SHOAT, Mgr. L. C. TOLAND, Producer

Don Stephano

Presents

SOCIETY CIRCUS

Featuring

MADAM STEPHANO'S ACTING BIRDS

and

CAPTAIN STEPHANO'S

ROLLER SKATING AND STILT WALKING MONKEYS

"Loyal regards to Messrs. Beckmann and Gerety."

With B. & G. Shows

11 Seasons

Foreman—Hey-Dey Ride

FELIX CHARNESKI

CHARLES MacDOUGALL

Manager

"The Midway Cafe"

Tell the World I enjoyed a successful season, and best wishes to all friends.

CONCESSION DEPARTMENT

SAM GORDON, Supt.

EDGAR NEVILLE, Secy.

PEERLESS POTTERS

World's Most Sensational Aerial Attraction

Thanks to Beckmann & Gerety Shows for Pleasant Season.

HARRY POTTER, Mgr.

E. S. (TED) WEBB

Owner and Operator of

FROZEN CUSTARD

Thanks to B. & G. Shows for a Pleasant and Profitable Season.

Looking Forward

By Edward M. Foley

THE present status of the carnival amusement industry, the outlook for its continued progress and the possibilities offered for the broadening of its field of operations should fill the true showman's bosom with pride, mingled with confidence, optimism and encouragement.

Edward M. Foley

This emphatic assertion is based on the fact that the 1936 season in general thruout the North American continent has been the very best one from a gross business standpoint in the annals of this unit of the great outdoor amusement field. As owner and general manager of the Foley & Burk Shows it is with enduring pride that I say for about one-third of a century this show has served a specific Western territory. This organization has appeared with the same regularity as the seasons. In some localities its annual arrival has been acclaimed with the same eagerness by the local populace as Thanksgiving, Christmas, the New Year and the summer vacation.

During this long period of years there have been many changes in all other forms of amusement. Drama, as far as the general hinterlands are concerned, has tumbled from its lofty heights and has become almost a lost art. The once famous touring stock companies have passed, and the kind of entertainment they provided has been practically forgotten. The silent pictures have come and gone, and the talking pictures are eventually, it seems, to be supplanted by television. Vaudeville and comic opera are in the same category as drama. Grand opera is now offered only to those fortunate ones in the metropolitan centers. Touring opera companies are almost extinct.

The carnival and circus are about the only touring amusement enterprises that are still appearing in their original habiliments. Like unto "the brook" they seem to be destined to go on forever, each year to be accepted and increasingly patronized by the public.

The Carnival's Popularity

An unbiased analysis of the carnival amusement industry most assuredly reveals that it has grown steadily in public favor. It now ranks as the outstanding unit of all forms of alfresco tented entertainment for the masses.

This advancement has been most notably achieved within the last score of years. During that period the carnival has been favored with leadership by men with vision, confident in the future for the carnival business as their life's work. By this grasp, coupled with imagination, daring, financial resources and showmanship, they have taken the carnival out of the speculative class and placed it upon the same plane as Big Business.

The carnival is now rightfully hailed and accepted generally not only as a popular form of outdoor amusement but as a growing field for human effort and activity.

The carnival of the present day gives employment to thousands upon thousands of artisans and artists from almost every trade and profession, even employing doctors and lawyers.

The carnival occupies the happy and enviable position of being the only form of amusement wherein the patron, to a great extent, entertains himself.

It furnishes an outlet for pent-up energy and more or less an innocent channel for the expression of reckless abandon, which is a dominating human characteristic, requiring a means and medium for which the spirit of the carnival so generously provides.

The midway of a carnival is the only gathering place for the masses that is entirely amenable to their desires to roam unrestricted, neither guided, chided nor censored by anyone for the gayety which is naturally in their souls. No one tells them when, where and how they must spend their money once they are within the carnival inclosure. They are free to play a concession, take a ride on any of the amusements or patronize any show they desire. They are not compelled to buy anything—they are simply invited by the talkers and operators to patronize the attractions. They can do so if they wish, as the mood strikes them. Herein lies that strange and peculiar appeal of the carnival, it is wholly in keeping with the human desire to be free to express themselves. This, however, does not apply to town rowdies. They are put in their places for the safety and comfort of the patron who is wholly imbued with the carnival spirit, innocently and funfully expressed.

The chief concern of the carnival management is to keep the setting and surroundings clean, wholesome, attractive and well governed. The patron, no matter how blase, enjoys a thrill from contact with a happy carnival crowd.

During the last few years, when most all businesses were on the skids, many distressed and disturbed men got ideas in their minds that they should remake the carnival. Many were guilty of this sudden desire for reformation, but eventually found it entirely unnecessary. The change has come about naturally and logically in keeping with human progress and the public demand for certain essential eliminations and additions. This is the carnival of today.

EDWARD M. FOLEY, owner and general manager of Foley & Burk Shows, has been a factor in Pacific Coast outdoor amusements for the last third of a century, working under the banner "Best in the West."

In this article he reveals his confidence in the future of the carnival amusement industry with unmistakable optimism. He implores the carnival owners and managers to stress the amusement end of the business over all other contending factors.

Mr. Foley foresees greater laurels and gross business thru the revival of exhibitions, fairs and special events for season of 1937. He classes the carnival with the circus as an essential factor in our national life and rests its future in the hands of showmen who make show business their life's work.

Carnival Welcomed

When the organized carnival goes into a town or city these days it automatically becomes an important factor in the life of that community during its arrival, showing and departure. The people with it and the management become hosts to the thousands of people who wend their way to the midway during the dates played in each town. Those people are glad to be the guests of the carnival or they would not go out in droves, parties, families and as lone individuals. The carnival is obligated to treat them as a man would treat a guest in his home, the only difference being that the manager, when the carnival is open, is a host to the entire community and should have the conduct of himself and that of his employees beyond reproach. It is just that way now with the well-organized carnival, which is one of the reasons for its well-sustained popularity.

The carnival patron's desires are simple. They want to be innocently amused at a nominal cost. The carnival does this. If that trust placed in the carnival management by the public is not betrayed on the opening night the patronage increases each and every day thereafter, weather permitting, during the engagement. This condition in deportment on the part of the carnival as a whole leaves the town or city in a mood to welcome that same carnival next year and the years following. This is the method of the carnival that makes it its business to entertain, not to insult or gyp the public.

The Carnival Revamped

There is nothing new or of any great importance that has been offered in the last 25 years that has departed from the basic features upon which the carnival was founded. It is true that many "thrill" rides have been built and placed on the various midways. There are new scenery, new settings for the old thrills and modern methods of operation and presentation that have been introduced, but the basic principles remain the same. The older rides are practically as popular with the public as ever. The Foley & Burk Merry-Go-Round is just as popular today as it was when it first arrived from England at the Midwinter Fair at San Francisco in 1896. Its organ has been charged with playing the original records, but this gross exaggeration is manfully disputed by the management thereof. However, it proves the point in question, that the carnival is an accepted and cherished institution, welcomed and supported by great masses of the American public year after year. It should rightfully take its place among the first of amusement enterprises.

Revival of Fairs Encourages

The season of 1936 saw the revival of countless street, county and district fairs, exhibitions and special events over the continent that had been abandoned during the depression years. This response and exhilaration of public interest has been so generous and compelling that there will be many, many more that will come to life during the season of 1937. This is not idle speculation, as can be gleaned from the columns of *The Billboard* each week. Even now there can be noticed a plethora of coming events in the making for the next season, which, in certain sections, is but a few weeks hence.

This fact is most welcome news to the carnival owner and manager and gives him confidence to go forward with the many additions and improvements to his amusement menu. Those things that he has harbored with all good intentions in the past toward his public can now be developed and brought to light as actual realities. Under the present conditions the carnival owner and manager need have no fear about the immediate future offering him an opportunity to make his dreams realities. Those things he had to hide during the depression years need no longer be hid under the proverbial bushel.

The now universal acceptance of the carnival as essential to the success of exhibitions in Canada and fairs in the United States is another factor that gives the carnival manager courage and the desire to improve his offerings.

Prosperity Ahead

The national election is now over. We know the kind of government we will have for the coming four years. We are on the threshold of enduring prosperity. We are coming out of the depression fast. Our form of American government and our institutions are still functioning. We are secure and confident that all will be well and that our future will be traditionally adherent to the mandates of our Constitution. Business will continue to improve. Unemployment will diminish. Pay rolls will increase. The nation is in a happier frame of mind. People will have more time and a greater inclination to patronize outdoor amusements. This class of amusement is fully established as a part of our national life. These are personal convictions of the writer and are fully sustained by many with whom he has come in contact during his discussions as to the future of the carnival and business in general. We are fully justified in looking forward to greater achievements in our line of endeavor.

After many years of faithful endeavor to promote the success of all departments of the fair, as well as the success of the amusement zone, the Foley & Burk organization has become an important cog in many of California's major fairs and celebrations.

Regardless of the latest thrills, extensive banner fronts and unbelievable freaks and oddities, there are four simple ingredients that every carnival could, should and must have. They are illumination, music, animation and, above all, cleanliness. The last named in character of attractions and deportment of the managers and all employees.

The carnival manager who has a set purpose, who works diligently to keep his show clean, attractive and presentable and caters to the true amusement angle of his show may well look to the future with justified pride and optimism.

A SAFE KIDDIE RIDE

Every BABY ELI Wheel is built to stand a strain **eight times** greater than is ever put upon it during capacity operation. This is your guarantee of life-long, reliable service. Always a popular ride with Small Patrons in the Amusement Park or on the Carnival Midway. Write for additional information.

ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

FREE ACTS WANTED

For the 1937 outdoor season of 20 solid weeks, May 15th to October 15th. Write and state all, price, photos, etc. I have 2 Complete Units, Stage, Sound, Bands, Scenery.

ART B. THOMAS, Bombshell of 1937
LENNOX, S. D.

SPECIAL NOTICE!

To whom it may concern—and those it does not concern, and to advise all my friends in the Fair game, and all my friends throughout the United States and Canada that I have played under, for your information the United Shows of America, as stated in the last issue of The Billboard, that W. R. Hirsch had sold the show, and he did handle the transaction with the full knowledge and consent of John R. Castle, as we had a perfect understanding, and William R. Hirsch, today, is the best friend that I have in the whole world—and that's taking in a lot of territory. If you do not believe this ad, I am sure if you talk with Bill he will substantiate same, and my sincere wish from the bottom of my heart is that the new owners make a howling success.

Signed, **JOHN R. CASTLE.**

RIDES WANTED FOR CASH

Will Pay cash for Eli Wheel, or any other Rides and Carnival Equipment in good shape. **PETER G. RUST, 14 South 19th St., Belleville, Ill.**

NEW IMPROVED MECHANICAL SHOOTING GALLERIES

Now on the Market. **BUILDERS and DESIGNERS since 1892.** Trouper Baby "Q" Carry-Us-All Prices Low. Write for Prices.
C. W. PARKER AMUSEMENT COMPANY,
Leavenworth, Kan.

WORLD OF MIRTH SHOWS

STRONGEST
LARGEST - FINEST
Now or Ever

"The Midway Magnificent"

WINTER QUARTERS, RICHMOND, VA.

no ideas or suggestions of value fail to find willing ears on this show--that is our permanent policy

MAX LINDERMAN
General Manager

• • •

L. H. (Doc.) CANN
General Agent

•

Address Mail
Room 1512
1560 Broadway
New York, N. Y.

ALWAYS ON MARKET FOR Attractions of Merit, Sensational Box - Office Shows, New and Unique Ideas Which Need $$$

SEASON'S GREETINGS

To Fair Managements
and Still Date Auspices
To World of Mirth Staff
To Our Friends All Over

SEASON'S FAIRS

OTTAWA, CAN.
RUTLAND, VT.
ALLENTOWN, PA.
WINSTON-SALEM, N.C.
COLUMBIA, S. C.
PLATTSBURG, N. Y.
BROCKTON, MASS.
RALEIGH, N. C.
RICHMOND, VA.
SALISBURY, N. C.

"The Midway Magnificent"

STRONGEST
LARGEST - FINEST
Now or Ever

WORLD OF MIRTH SHOWS

15 Years Ago

(From The Billboard Dated
(November 19, 1921)

The birth of World's Standard Shows was officially announced with Samuel Kitz, Joseph Hughes and William Hamilton, close associates for several years, heading the company. . . . C. M. Nigro, manager of the Great White Way Shows, was recovering from a serious operation at the American Theatrical Hospital, Chicago. . . . DeKreko Bros. had just completed arrangements to transfer several attractions with the Great Patterson Shows to their own caravan and were finding biz okeh in Carmen, Tex.

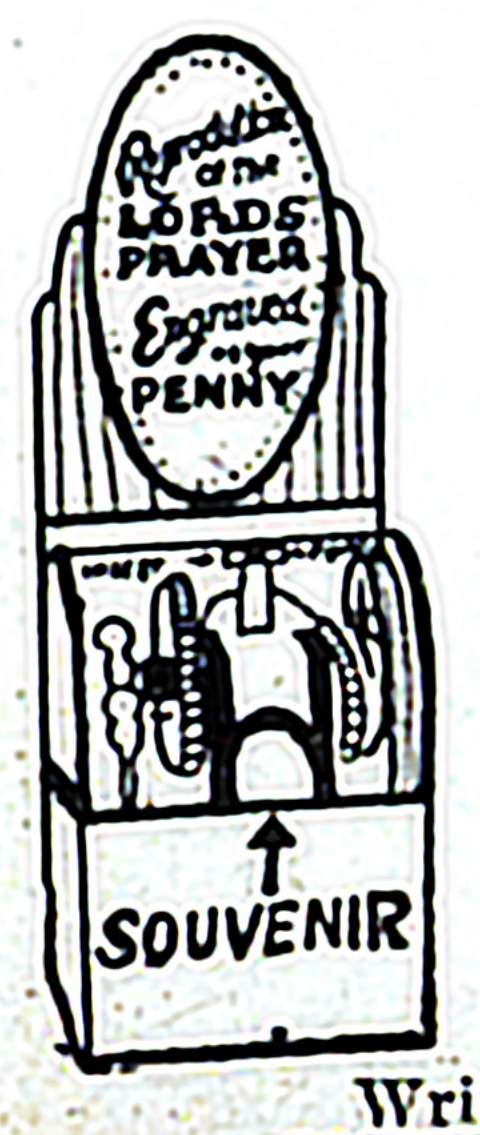
Decks were being cleared for action at T. A. Woife's Superior Shows' winter quarters in Batavia, N. Y. All sorts of provisions were being made against the winter cold and better protection of equipment. . . . Bennettsville, S. C., Fair was a red one for Zeidman & Poilie Shows. . . . Johnny J. Jones' Exposition was the recipient of a vote of thanks from the Bethesda orphan boys. They had played host to the boys at Savannah, Ga., Fair. . . . Wortham's World's Greatest Shows opened a 10-day stand in New Orleans under combined American Legion sponsorship.

James Campbell Attractions closed a satisfactory season and went into Chicago for the winter. . . . C. W. Walker, known as the Rochester, N. Y., "Amusement Park King," closed negotiations with T. A. Wolfe, of Superior Shows, to place several attractions with that organization for the 1922 season. . . . It was loafing time for the boys and girls at Macy Exposition Shows' winter quarters in Roanoke, Va. . . . Smith's Greater Shows closed their season in Washington, N. C., to a good week's business and immediately headed for Suffolk, Va., their winter quarters.

Greater Sheesley Shows were "making good" on their first appearance in Southern California. . . . Krause Greater Shows, No. 1 company, concluded its season at Elberton, Ga. . . . Construction of new fronts and rebuilding of wagon show fronts had just begun at Twentieth Century Attractions' winter quarters in St. Louis. . . . Braden Bros., who were playing the coal fields of Kentucky to good business, announced that their show would stay out all winter. . . . Clark's Broadway Shows closed their season at Norfolk, Va., and established winter quarters there. . . . Louisiana State Fair at Shreveport was a successful one for Wortham's World's Best Shows. . . . William Van Horn was playing Southern fairs to some good, bad and indifferent business.

Earl Reid and the missus, after closing their fair season, motored from Columbus, O., to St. Louis for the winter season. . . . Carl Stevenson, formerly of the T. A. Wolfe Shows, was constructing a new cookhouse. . . . Thomas J. Riley was doing the talking in front of Frank H. Young's Minstrels with Johnny J. Jones Exposition. . . . J. F. (Johnny) Ward was recovering from a stomach operation in the Good Samaritan Hospital, Zanesville, O. . . . Col. Phil and Mrs. De Coupe, after spending the season with Sol's United Shows, returned to their farm near Harrodsburg, Ky. . . . W. K. Whittaker was attaining prominence as an announcer while officiating at many Southern fairs.

PENNY MACHINES


Souvenir of the Lords Prayer Engraved on a Penny

Don't Break Your Back. Start Right With Our
PENNY ENGRAVING MACHINES
With Automatic Penny Feed, Self-Oilers, Four Removable Dies, Chromium-Plated Case.

Electric Power Operated..	$188.00
Hand Power, Autom. Feed	138.00
Hand Power, Hand Feed..	97.00
"Lord's Prayer" Dies....	15.00
"Ten Commandments" ..	20.00
Others........$10.00 to	35.00

Our machines are the lightest, easiest to operate, flashiest, most compact, most beautiful machines in the world. Bracelets and Lavalleres made from your souvenirs, 6c Ea. Beadchain Key Rings, 3c Ea.

Write for Illustrated Literature.
MIDWEST NOVELTY MFG. CO.,
Cleveland, O.

W. G. WADE SHOWS

Open Saturday, May 1st, near Detroit

For eighteen consecutive years this Show has opened in or around Detroit and has traveled principally through Michigan, Ohio and Indiana. The season just closed has proved to be one of the most successful in its entire history, and with the rapidly increasing activity in the automobile industry we are looking forward to an all time record for 1937. Already a large portion of our booking has been completed and our route will include many fairs and celebrations.

NOW CONTRACTING FOR SHOWS, RIDES, CONCESSIONS AND FREE ACTS. Will furnish new outfit for large Ten-in-One Show and will help finance any worth-while attractions. We have ample room at our Winter Quarters to accommodate you, with facilities for building and repairing. All those with the organization during the past season will be given preference by getting in touch with us immediately. Address

W. G. WADE SHOWS
289 Elmhurst Ave., Detroit, Mich.
Telephone Longfellow 1506

Merry Christmas to all our friends

WESTERN STATES SHOWS

"Best in the West"

For the 13th Annual Tour Can Place
Showmen with or without own outfits.

Fair Secretaries—In 1937 we will have 11 of the latest riding devices, 12 or more shows and 2 free acts.

Will be glad to talk business with you at Showmen's League Ball and Banquet in Chicago, December 2d, or hear from you by mail or wire at Lamar Hotel, 425½ Main St., San Antonio, Tex., any time this winter.

JACK RUBACK, Mgr.

The Voice of the Winds--- Vividly Depicting the Carnival of the Future

By Doc Waddell

"AS YOU think, you travel, and as you love, you attract. So carnival owners and all in the world you are today where your thoughts have brought you; you will be tomorrow where your thoughts take you! You cannot escape the result of your thoughts, but you can learn. Think it over!"

"You will realize the vision (not the idle wish of annual meetings, organizations and yourselves) of your heart, be it base or worth while, for you always gravitate toward that which you secretly most love. In your hands is the exact result of your thoughts; you will receive that which you earn, no more, no less. You fall, remain or rise with your thoughts. Think it over!"

Doc Waddell

"Another 'useful,' another everlasting principle, a genuine truth leading up to what THE CARNIVAL OF THE FUTURE will be is embodied in the admonition: 'PUT AWAY FEAR.' Carnival owners and all in the carnival game have been in great fear where no fear was. Those having the first two great carnivals in their initial start and first year can be excepted. In carnival realm are those afraid of black cats, ladders, the figure 13 and other ridiculous fears. You indulge in a hundred trifling fears every day. In your speech do you say 'I'm afraid' a dozen times a day? Fearful carnival owners and carnivalities do not have to see an actual menace to make them afraid. They spend their life fleeing from shadows."

"Fears are born in darkness and inaction. Fears build a barrier between you and accomplishment and success. Get out into the light and do something! Why, a wee bit of a child is not afraid of disaster, snakes, storms, the dark or strangers until some older person has taught the child to have such fear! Carnival owners and all in the Mardi Gras world, cease gathering sheaves of fear, either from following the example of others or remembering your own sad experiences when you break the law eternal! Triumph over fear by refusing to let fear rule you. Any shadowy fear that you clasp to you day after day will become a reality unto you. Job of old was a showman brimful of carnival ideas and he noticed this fact when he cried: 'The thing which I fear cometh upon me."

* * *

So THE CARNIVAL OF THE FUTURE will be owned and directed by THINKERS FREE OF FEAR. Its employed, as a rule, will be, too, as "birds of a feather flock together." To bring this harmonious unity of organization there will be an employment bureau. The only true way, the unpublished way, not in print or book (so much true knowledge not on printed page) of reading and sizing human units, will be adopted. By shoulders from the rear, the back of head, brain scope, manner of wearing hat, the stepoff of the person and carriage will tell the story. The eye will reveal its possessor's courage and gameness. "Gab" and "made-up personality" seems NOW to place applicants.

A carnival show is not a THING—a material something. It is THOUGHT! Just as the multiplication table is not blocks and written numbers, but an unerring arrangement of thoughts. The carnival of the future will be so regarded.

Every word spoken was gotten up by humans, and each word expresses something that is. You couldn't say "carnival" unless there had been a carnival. In speaking it we express in the fullest the created idea of it. In passing it can be said that any word a child can easily remember will never pass away. "Carnival" is one such. Therefore why be ashamed of it and vainly endeavor to submerge, change or eliminate it? The carnival of the future will be in hands proud of the name. And thus they will think right without fear!

The future carnival owners will not be penny wise and pound foolish. No false modesty will inhabit their abodes. They will not strain at a gnat and swallow a camel. Two times two will be four with them, not five, seven or any other number. In the progressive repetition of history they will stand on, and by never swerving, this way or that, from eternal bedrock principles—the created ideas—of the carnival that came in with the "morn of creation" and can be traced back thru the years, age by age, to their carvings on the rocks and signs on the ground. History repeated, as to the carnival, when Col. Frank W. Gaskill (I consider him the greatest carnival man the world ever knew) stepped seemingly from another realm and gave the world the first mighty carnival on a big scale. There has not been a carnival since that excelled it when thought without fear is recognized in the survey or diagnosis. That wonderful man Frank W. Bostock came second with a carnival that had the touch of history repeating.

"Thought leaven has been in square-deal way at work from 1899 and 1900 until now, weaving the carnival toward the goal that, in the future, will burst forth the almost perfect caravan," wrote Mrs. Mary Lou Gaskill, wife of the late Frank W. Gaskill, just before she died recently. "The nude, cheating, grift, gorgeous fronts with nothing worth while back of them, imitating, immoralities, not paying honest debts, with salaries unto workers not sufficient to feed and clothe, will not haunt and besmirch the carnival of the future," the "mother" of carnivaldom infoed.

The carnival of the future will not be given to "surface things," the veneer that fools. In and with it will be found greater, better things than officials, ticket sellers and ticket takers and ride and tent workers, uniformed like prison guards and prisoners, soldiers and seamen, filling-station aids and station agents, carrying out the "lord-serf" principle of foreign shores. The American idea of true business plus showmanship (the business world calls it salesmanship) will prevail as to attire, free absolutely of fooling somebody or touched with the "make-believe" angle.

The carnival of the future will be wide-awake. Its owners and directors will know that "every town is a midway," which evidently is not realized now, and will present a midway without the vestige of what every town and hamlet has. Concession row will be so changed from blankets and hams and groceries and plaster that a new name will be added to carnival vocabulary.

* * *

The large carnivals of this day and time were saved by the pay gate and free acts. The carnival of the future will increase the pay-gate admission and the number of acts in the "back garden." The Frank W. Gaskill Carnival in 1899, as I remember it, carried six of the world's greatest acts: "Speedy," high diver; Phileon, spiral tower; Blondin, high wire, generally used as downtown ballyhoo between highest buildings; Si Hassen Ben Ali Arabs, featuring Abdallah, strong "whirling dervish" man, imported act; Gillett Family, American acrobats, and Prince Ishmiel, Hindu magician, imported from India. The Frank C. Bostock Carnival had as many. This year Dodson's World's Fair Shows started with five outstanding free acts. I was with the Dodson Shows eight years and am convinced their stand, in unflinching gameness, for the 10-cent midway pay gate has given scientific boost for its substantiality on the carnival of the future. The Dodson brothers write me that "if carnivals will eliminate immoral shows and the graft and have pay gate and real free acts they will come back bigger and better than ever. We propose next year to have nothing in the way of controlled games or devices, do not care if we get any fairs or not, and will not play a fair unless it is among the largest. No more county fairs for us, as our still dates beat them from every angle. Our gate this season, with the free attractions we had, played to an average of 35,000 people a week at our still dates. So why should a show carry anything in the way of graft when it is not necessary?" And this expresses that we are on the way to the carnival of the future.

DOC WADDELL was born on August 26, 1863, at Portsmouth, O., and began his show career with a circus at 10. Circus blood of four countries in his veins. In show business about 64 years: Candy butcher—ticket seller — grinder — principal announcer (held Richard K. Fox medal and title "Champion Long-Distance Talker of World") and lecturer—thru "grift" with "old school" — advance agent — all-round newspaper man — story writer—legal adjuster—publicity director — preacher and evangelist. Press agent more than 50 years and known as "dean of all publicity purveyors." With John Robinson, Sells-Floto, Hagenbeck-Wallace and Buffalo Bill Wild West, also Frank W. Gaskill, Gaskill-Mundy and T. A. Wolfe carnivals. Served as press agent for Frank C. Bostock, the Animal King. Did press for Passion Play and "Holy Land Exposition." At present chaplain-publicity engineer for Roy Gray's Big State Shows.

The old orators of carnivaldom like George Johnson, Doc Crosby, George Rollins, Green, Tobin, Siegfrid, Hill, Tom Hurd, McGregor, Doc Bushnell, Sanges, Holmes, Colonel Badger, Dr. Barry and a few others who received large salaries and who positively would not in the early days, when the Gaskill and Bostock carnivals led, talk in front of tent theaters with the flimsy and "no good"—in brief, nothing behind their banners—will return (this means orators, high class, possessing words, grammar, delivery that sells) with the carnival of the future.

* * *

The carnival of the future will offer a "spec" with Biblical touch. It will have less riding devices than now, and of these the greatest of European rides. There will be the ridable elephant in charge of a real elephant trainer and handler; ridable camels in charge of genuine Egyptians, who have piloted across the desert; riding ponies and the niftiest baby rides for little tots. Riding charges will not be as now, on the get-the-money plan, but at amount based on THOUGHT WITHOUT FEAR, the consecrated commonsense, honest idea. The carnival of the future will have its own light plant, and not imitate big-city thorofares' neon and electric arcs and bulbs. And it will not make lights or gilded fronts or varied massive banners the super features. Thoughts without fear reveals that all such go out, extinguish and pass away—nothing abiding or enduring about them. Publicity will be given true recognition by the carnival of the future as it should be. There will be three press agents. To "three," the trinity, the triangle, is eternal principle and power. Without fear go alone somewhere and think it over. The circus has three. The carnival of the future will adopt circus methods. Iron stakes will be used in ground where such should. Wooden stakes ditto. Ropes and knots will be tied in "half-hitch" way. Main entrance will be the massive circus marquee, and its entrance aisles and all midway entrance aisles so one at a time can enter, not as now, wide open, inspiring to pell-mell in without paying. It has been estimated that the wide-open show entrances of carnivals have decreased receipts one-fourth thru the years.

The carnival of the future will have its own trains of railroad cars. Only small outfits will be motorized. False ideas of business will be cast aside. The future big thing will proceed along the sensible line of spending 99 cents out of every dollar (saving the penny) in order to do substantial things, have the best and give the people what they want. Its owners will stimulate the creation and development of super thrillers by advertising thus:

"Wanted—Feature Pre-Eminently, Unquestionably Out of the Ordinary—Exclusive —Greatest in all the World Impossible of Duplication, No Matter What the Cost."

Its owners will not stand idly by and let a law like the child labor law be enated. This law prevents the American-born child, God gifted to perform, to be taken at the cradle, true initial starting point of great champion performers and trained vocationally. Forced into schoolroom, when out at 15 too stiff jointed to accomplish what really born to do! We now vision, in acts that are "tops," only foreign-born performers.

The carnival of the future will have a legal department to keep eye on law-making bodies as to laws regulating State, county, city and town show licenses. It will carry its own horses (the street-damaging and showgrounds rut-making tractors will disappear and in their stead the scientific-constructed rubber-tired tractors, with the William H. Curtis ideas) and wagons, most of them with carvings, rendering available for street parading. Poles, in most instances, will give way to aluminum inventions. All seats, stake drivers, putting up and taking down, will be under the Curtis system, now in its infancy and not recognized as it should be.

A now-stepping stone toward the carnival of the future is the Beckmann & Gerety Shows, as to the artistic touch of illuminated brightness. Neon, modestly used. Electricity, bounteously. To me this midway reveals the trained eye of a master—not overdoing attractiveness and art—Col. Fred Beckmann. In accomplishing, the grand old gladiator of carnivaldom THOUGHT WITHOUT FEAR. Going from the "big showman" to the so-called "little owner" my personal opinion is that Roy Gray with his Big State Shows is stepping stone unto the carnival to be, as to cleanliness, fit for families, nothing to shock the mind of a child. The same, I hear, of W. A. Gibbs, the Kansas show owner.

* * *

The carnival of the future will be sensible as to free tickets. Judicious "courtesies" worth their weight in gold. All great show owners lavishly remember the press and friends with "Annie Oakleys." "Never go back on a friend" will be the inviolable rule. There will be no waste in big posters, lithographs and cards as now, and these will be in out-of-the-ordinary places, not where

Pacific Coast Showmen's Assn., Inc.

America's Largest Body of Organized Showmen

Presents the Outstanding Winter Event of the West Coast.

15th Annual Charity Banquet and Ball

in the Gold Rooms of the Biltmore Hotel, Los Angeles.

WEDNESDAY EVENING, DECEMBER 9, 1936.

Banquet De Luxe, Floor Show of Super Attractions, Innovative in Its Presentation. California's Finest Dance Orchestra.

President Theo. Forstall Invites Your Presence at the Show of All Shows

Tickets $5.00. Address All Communications to JACK GRIMES, Chairman,

730 So. Grand Ave., Los Angeles, Calif.

same will please just the manager's eye. Twenty-four sheets will be beautiful, attractive "specials" and up, exclusively, at cross-roads points and not on barns promiscuously. Newspapers will be used without stint, as they deserve to be. Magazines will be used thru the winter months, a la the big corporations and firms. Banners on Eli Wheels? No, indeed. There will be revival of the true principle of banners, as laid down by the late venerable George Cole and improved upon by his wonderful son, Bert Cole. The latter retired well fixed financially. Remember his sytem of just two banners—bank and auto—in the big top of the large circuses?

The carnival of the future will make lavish use of radio, airplane and rural free delivery. Conspicuous will be sane business methods based on public demand. Filthy gypsy camps that force themselves into town and beg their way out will be swallowed up in the onward-of-the-future big ideal. There will be nothing to insult the intelligence of the average citizen; no liabilities not an asset; no expense not a source of revenue. It will be a veritable traveling amusement center, strong enough in its entertainment features to stay several weeks in the larger cities, with concert band, orchestras, music aplenty. It will be clean. No cigaret-smoking ticket sellers and ticket takers. No employees "on the make" with women visitors and patrons. Will be so any owner can look the law in the face and say: "Go to H—." In other words, not subject to shakedown by "grafting-for-sale" officials. The usual common ordinary auspices of the present will give way to big sponsors. Future changes will have the carnival owner marching forward and not as some slipping backward and finishing peddling badges or rugs or half-starved "belly sticks" at some unclean joint.

* * *

The near future, unless my prediction is worthless, will find the carnival keeping step with advancing public tastes. This should be, because the public is much wiser and more discriminating today. The chief complaint against the carnival is that it's the same thing year after year. Not enough innovations. Smacks too much of the commercial without a proper mixture of pure holiday spirit. Too much blare and too little glamour. Right here a carnival that is NOW comes to mind. It is making one-day stands like the circus and has Merry-Go-Round, Eli Wheel, midway shows, concessions, etc. And this sparkling box-office drawing-power idea of special days—not worn out, mossy, petty "tieups" with newspapers and firms, which were tested out in 1925 and 1926 by a large amusement enterprise and found weak and lacking, non-delivering really: Cracker Day, Chili Day, Noodle Day, Barbecue Day, Whiskers Day and such. On Cracker Day all attending the carnival receive all the crackers they can eat. On Chili Day all the chili; Noodle Day all the noodle soup; Barbecue Day all the barbecue sandwiches, and on Whiskers Day the barber shops close, nobody gets shaved and everyone wears whiskers. This is by the Art Thomas Carnival, which exhibits daily thru Illinois and the Northwest.

* * *

The sponsored carnival idea is near. Are not General Motors sending a number of caravans on the road to advertise their wares, with entertainment on the side? Advertising sponsors are becoming more important daily in the field of entertainment, using the attractions as the sugar coating for their sales message. An increasing number of industrial motion pictures are being made for this purpose but they can't be shown on regular theater programs. Would not the carnival be a good outlet? Big sponsors are eager to get behind any reliable medium that offers a big audience. Wealthy sponsors make the "star" entertainers of the radio possible. Tell me not that they could not do much for carnivals! The trend is very much in the direction of big sponsors. The practical way to do this is worthy of consideration. I invite readers to give their ideas, and *The Billboard*, I know, will be glad to have you send in the same. The carnival of the future welcomes the discussion. And let us imbue the lesson herein:

I live in the eternal now.
Gone are the things of yesterday;
They were but helpful stepping stones
Along my upward way.

I waste no time in vain regrets.
I do not live in joys now past.
The present challenges my thought
And hours are fleeting fast.

The carnival of the future will not boast of $90,000 receipts totaled in 10 days' business, but will excel the world's record, which, if I have it right, at a two weeks' engagement was over $40,000 from midway to auspices (percentage in those days, 90 to carnival, 10 to auspices), and from booths and other things the auspices garnered over $50,000. With this total of over $90,000 I believe the Elks of Louisville, Ky., built their home and hotel, only to lose it when the financial "crash of the depression" came. In this connection I know that a "90-10" the Columbus, O., Elks at a still date in 1899 with Frank W. Gaskill's Carnival accumulated what built their first home. Total midway receipts, six days and nights, over $54,000. At Chillicothe that year in May, with only two days sunshine, Gaskill added to his treasury $10,000. This engagement also under Elks. Business such a crash and rush and crush that ticket sellers were compelled to stop selling and money was crammed into pockets and sacks. At Dayton that year the Gaskill Shows did such a tremendous business that the auspices gave Dayton's orphans' home $10,000.

* * *

The Carnival of the future will, like super corporations, engage high-powered lady salesfolk, who will, in advance of exhibition date, go from door to door and exemplify the carnival from all angles, selling it as now the wares of electric and gas companies are presented in the homes—and sold. In same way the Saturday family matinee will be sold and made a big payer. It will be grand to live and see blocks and jacks give way to the humble, trusty, reliable "grub hoe" and "pieces of lathes" and "broken-off sticks" eliminated for the wonderful, dependable high-class "lay-out pin." Oh, that we in the game today could live to behold the carnival of the future! After that will come the carnival of the air. In Jules Verne way I prophesy that some day people will touch a button on the flying invention worn by them and fly a short distance off the ground or at altitude desired. In that great day spectators will "sit on waves of high air" and witness performances on airplane stages and in airplane sawdust rings. It is coming!

As humble, lowly piece of clay, going about trying to do good, I have taken THE VOICE OF THE WINDS and inscribed it. Thus it has not the wonderful opportunities of the spoken word. You know a word can be whispered into a "mike" and be heard around the world. From this voice from the winds I realize that one of the most powerful assets of the carnival of the future will be a chaplain, just as the army, navy, penitentiaries, some large business concerns and one amusement enterprise maintain.

AND THE WORLD MOVES ON!

Make $50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. $5.00 worth of sugar makes $100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
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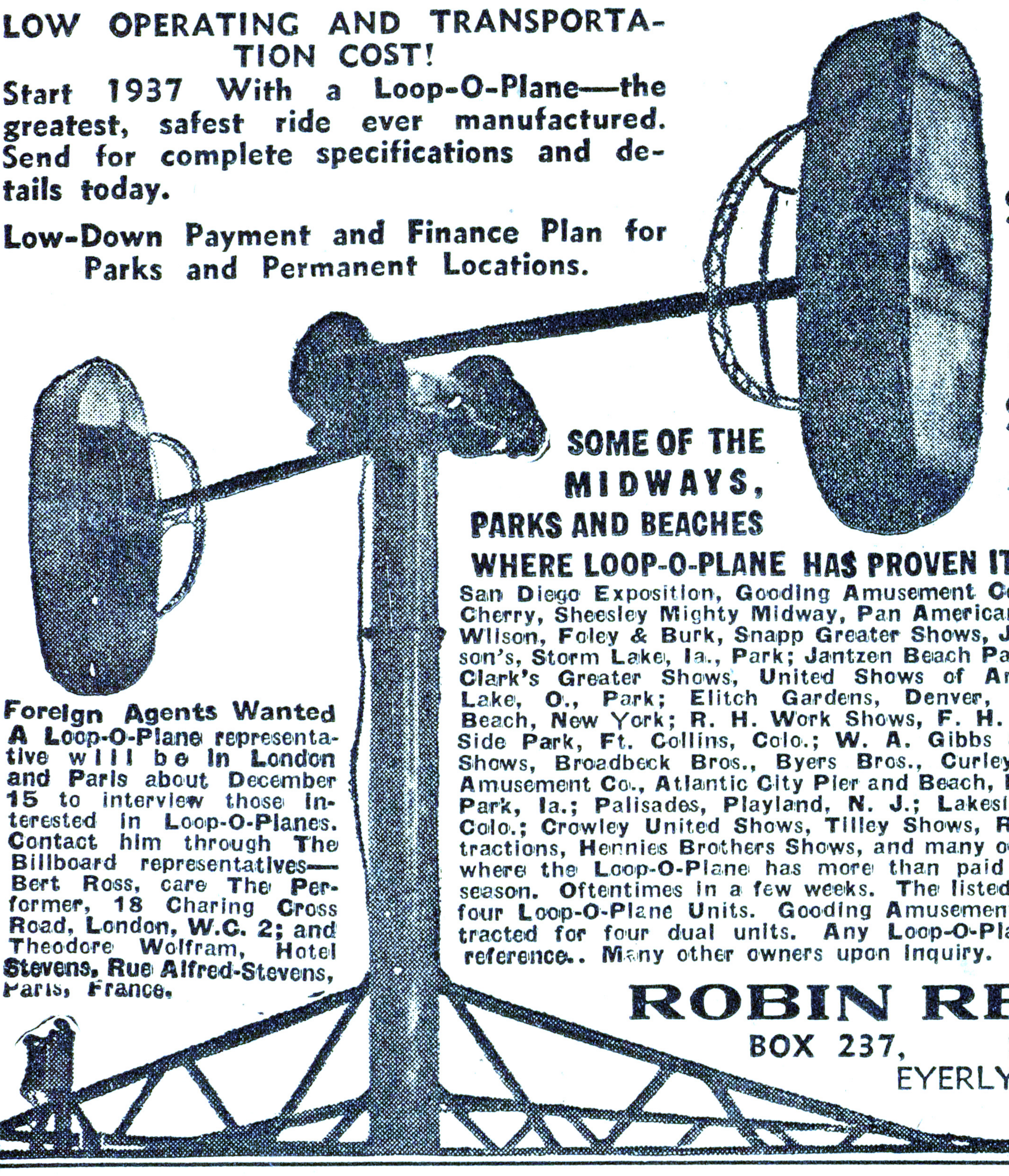
SET OF 30 WM. WOOD & CO.

MEDICAL PICTURES

In Natural Colors. Size, 16x12 inches, mounted on heavy cardboard. Very rare set. Great for Unborn or Sex Show. Price, $25. PATRICK MURPHY, 1313 S. 7th Street, St. Louis, Mo.



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The Sensational Money-Making Ride of 1936

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LOOP-O-PLANE HAS PROVEN THE GREATEST MONEY MAKER OF THEM ALL

Appeals to everyone, old and young, and is constructed for perfect safety, ease of assembling and dismantling and long life.

LOW OPERATING AND TRANSPORTATION COST!

Start 1937 With a Loop-O-Plane—the greatest, safest ride ever manufactured. Send for complete specifications and details today.

Low-Down Payment and Finance Plan for Parks and Permanent Locations.

Scores of single units grossed over $8,000 last season.

Out of 15 Dual Loop-O-Planes Manufactured, Sold and Exported Last Year,

8 GROSSED OVER $10,000.00

3 GROSSED AVER $12.000.00

1 GROSSED OVER $15,000.00 in 9 weeks.

Other proofs of earnings on request.

4 Passenger without Cables

$2,000.00

8 Passenger (12 Children)

$3,200.00

F. O. B. Salem

SOME OF THE MIDWAYS, PARKS AND BEACHES WHERE LOOP-O-PLANE HAS PROVEN ITS WORTH'!

San Diego Exposition, Gooding Amusement Company, Rubin & Cherry, Sheesley Mighty Midway, Pan American Shows, Cetlin & Wilson, Foley & Burk, Snapp Greater Shows, J. L. Landis, Dodson's, Storm Lake, Ia., Park; Jantzen Beach Park, Hilderbrand's, Clark's Greater Shows, United Shows of America; Chippewa Lake, O., Park; Elitch Gardens, Denver, Colo.; Rockaway Beach, New York; R. H. Work Shows, F. H. Bee Shows, Lake Side Park, Ft. Collins, Colo.; W. A. Gibbs Shows, Meyerhoff Shows, Broadbeck Bros., Byers Bros., Curley Vernon, Sunset Amusement Co., Atlantic City Pier and Beach, Dee Lang, Arnolds Park, Ia.; Palisades, Playland, N. J.; Lakeside Park, Denver, Colo.; Crowley United Shows, Tilley Shows, Richard Miller Attractions, Hennies Brothers Shows, and many other Shows, Parks where the Loop-O-Plane has more than paid for itself in one season. Oftentimes in a few weeks. The listed own from one to four Loop-O-Plane Units. Gooding Amusement Co. having contracted for four dual units. Any Loop-O-Plane owner is our reference.. Many other owners upon inquiry. WRITE TODAY.

Foreign Agents Wanted

A Loop-O-Plane representative will be in London and Paris about December 15 to interview those interested in Loop-O-Planes. Contact him through The Billboard representatives—Bert Ross, care The Performer, 18 Charing Cross Road, London, W.C. 2; and Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens, Paris, France.

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C. F. ZEIGER, care Bristol Hotel, Los Angeles, Calif., until January 2; then Mesa, Ariz.

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WANT FOR SEASON OF 1937

HIGH-CLASS SHOWS WITH OR WITHOUT YOUR OWN OUTFITS.

Will Finance Any Worth-While Attractions.

CAN ALSO PLACE LEGITIMATE STOCK CONCESSIONS.

Long Season With Real String of Fairs.

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NOW BOOKING SHOWS AND CONCESSIONS FOR SEASON OF 1937

Address, Winter Quarters—Box 635, Ladd, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Many West Coast Showmen Refuse To Call the Season Over Yet

LOS ANGELES, Nov. 21.—Due to what can be called most unusual weather, the days being very warm and nights comfortable, all outdoor amusements are going at midsummer pace. Beaches are swarming with people week-ends, and the reports are plenty of money is being spent. Parks are attracting "midsummer" crowds. Griffith Park, city-owned, is drawing big crowds, and Ross R. Davis, who operates rides at both this and Lincoln Park, says business keeping up to the summer high records. At California Zoo big crowds are spending good. Joe Diehl Jr. stated the business at the Kiddies Park week-ends was keeping to the regular season level.

Auto Show drew 50,000 at the opener Saturday. Midget auto races that were to be closed are going ahead to big business. Professional football at Gilmore Stadium drawing average crowds of 60,000, all of which would indicate a great improvement in conditions especially as regards outdoor amusements.

All of the major West Coast carnivals have gone into winter quarters and as a result the haunts of outdoor showmen have big crowds.

Phil Williams is in town and will divide his time between Los Angeles and San Bernardino. Joe De Mouchelle in town for a week's stay collecting his bonus, and with the missus will go to Seattle for a visit.

Mr. and Mrs. Charles J. Walpert are in town for the winter. Frank Forest and Madeline Arthur getting a winter show ready. Frank Redmond joined the winter showfolk colony at the Bristol. Mr. and Mrs. Harry Brown and young daughter are in for the winter.

Mr. and Mrs. Will Wright after putting the shows away at San Bernardino are here for the winter. W. D. (Slim) Corbett back in town.

Harry Seber and Joe Glacey back from the San Francisco-Oakland bridge opening. Cal Lipes returned from hunting trip in Arizona and Nevada. Mr. and Mrs. Elmer Hanscom in town for short stay, leaving for Portland, where Mrs. Hanscom goes to hospital for observation and treatment.

Captain Virden with a new whale outfit opened in residential section of Hollywood and reports doing very nicely.

Doc Hall and Frank Ward have contract for a Fiesta in Los Angeles.

Jo Krug and Max Harry Bernard, owners of a new show. are busy at winter quarters.

Frank Murphy is with *The Los Angeles Examiner* working on circulation. Milt Runkle is busy with private promotions. U. G. (Doc) Harris, recenty severely injured by auto, is back at his apartments in Venice. Dick Wilbur, reecntly back from Honolulu, doing Southern California spots. Jack McAfee back from Dallas and at the usual winter job at department store downtown.

Mr. and Mrs. Frank Conklin terminated short visit and left for the East. Doc Cunningham closed with the feature road picture and will be at downtown department store for the holiday season. Charley Sodderburg, high diver, and Otto Tanglieber, high diver and swimming instructor, have been offered contracts for "stunt" work at major studio.

E. W. Coe in for winter. Bob and Eileen Seifers back in town, motored from Camden, N. J., will winter at Redondo Beach. Rockey Brooks joined the Coast defenders this week. Hank Carlisle is with Doc Hall and Frank Ward on the Torrance, Calif., promotion. Louis A. Godfrey is leaving for hunting trip in Arizona and New Mexico.

Ted and Marlo Le Fors wintering in

(See MANY WEST COAST on page 97)

St. Louis

ST. LOUIS, Nov. 21.—Mr. and Mrs. Noble C. Fairly, of Fairly-Martone Shows, passed thru St. Louis en route from winter quarters of the show in Texarkana, Tex., to points north, winding up in Chicago first week in December.

Donald McGregor Shows are located in East St. Louis, Ill., for the winter. Harry Knox, agent of show, is in charge of winter quarters.

Greater Exposition Shows are occupying same quarters they had last winter in East St. Louis, Ill. Mr. and Mrs. John Francis departed after shows were stored for Decatur, Ill., after which Francis will go to Chicago.

Mr. and Mrs. Earl Strout, latter known to outdoor show world as Alice Melville, were among *Billboard* visitors Monday. Strouts were with Hennies Bros.' Shows past three seasons. Strout had the band, Mrs. Strout musical comedy show. Advised they had signed for season 1937

(See ST. LOUIS on page 97)

Heart of America Showmen's Club

KANSAS CITY, Nov. 21.—Last week's meeting of the Heart of America Showmen's Club was well attended. Over 60 members present and meeting lasted until 11:30 p.m. During the absence of President Castle, George Howk, a vice-president, presided.

The regular business of the club was taken care of and the question of how much money should be spent for a monument to be erected at the cemetery where the club has its cemetery plot was discussed. Several members presented drawings and small models worked in wood to give an idea of what their suggestions would look like. Frank Capp, of the Baker-Lockwood Manufacturing Company, had a neat design that was liked by many of the members. The matter, after much discussion, was put over to next meeting, when some of the other members promised to have something to submit.

Much time was taken up with the discussion of the election of the president for next year and several members spoke and expressed themselves. There was nothing but praise for Jack Ruback, as-

(See HEART OF AMERICA on page 97)

Big Midway at French Carnival

ROUEN, France, Nov. 16.—The annual Foire St. Romain, one of the oldest street fairs in France, is under way here with a midway boasting 40 rides and shows and more than 100 games and concessions. Rides include Auto and Water Skooters, Caterpillars, Pretzel rides, Carousels, Whip and Loop-the-Loop swings, while among the shows are menageries, vaude shows, movies, musees of anatomy, girl, freak, illusion and wrestling shows. Carnival runs a full month.

Midway at street fair running entire month at Montpelier has 115 rides, shows and concessions, including Ferris Wheel, Auto and Water Skooters, Caterpillars, Crime Show, motorcycle wall, freak, illusion and wrestling shows.

St. Etienne street fair, running six weeks, has 60 rides and concessions, including six Auto Skooter rides, Water Skooter, Submarines, Caterpillar, menagerie and other shows.

Fair Concessioner Absolved of Blame in Motor Accident Death

SAVANNAH, Ga., Nov. 21.—Sidney Marion, of Englewood, N. J., who operated a concession at the Savannah Fair, was absolved of blame in Police Court Monday of the death of William C. Grayson, who crashed into the side of Marion's truck. Marion was en route to Miami when the accident occurred.

The fatal accident occurred Sunday afternoon and because of the perishable goods being carried in the truck police gave Marion a preliminary hearing the following morning, an unusual procedure. Marion spent the night in the city jail, however, but was off Monday for Miami.

Naill Shows Home for Winter

MONROE, La., Nov. 21.—C. W. Naill Shows closed season at St. Joseph, La., November 7 and moved to winter quarters here. Quarters are in charge of E. O. Brown, assisted by Perry Gregory, Leonard Figgins and George Clerk. Mr. and Mrs. George Hall's winter home is also at Monroe, but at present Mrs. Hall is visiting her mother in Mississippi. Lyons and family are in West Monroe and Earl Atchinson, advance man, went to his home in Illinois.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 21.—There were 187 members of the PCSA present at the regular meeting Monday night. President Theo Forstall presided, with Dr. Ralph E. Smith, first vice-president; Roy Ludington, second vice-president; O. H. Hilderbrand, third vice-president; Ross H. Davis, treasurer; John T. Backman, secretary at hand. Past presidents also seated on the rostrum at the invitation of President Forstall were Harry Fink, Orville N. Craft, Archie Clark, Harry Seber and S. L. Cronin.

Usual routine of business was changed in order that important committee reports might be read. Finances were found to be at a new high and constantly growing. Remarkable growth in membership was also noticed. Complete report on memorial service ceremonies to be held December 6 was read by Chairman Harry Seber. Arrangements are being made to comfortably seat 1,500 persons under a canopy which will be provided. Then came a detailed report on the *President's Follies of 1936*, which will be presented by President Theo Forstall November 23. A floor show, buffet luncheon and refreshments, all supplied by the president, will be offered, with Harry Seber acting as chairman of the affair. Ladies' Auxiliary announced that their Turkey Days, home-coming event, will be held in club this year on November 26. A floor show and other varied entertainments, including the awarding of an automobile, will be features. President Ethel Krug is handling the event. Proceeds will go into their Charity Fund. Due to lack of time the reading of communications was deferred until next meeting.

New members: Ray Holding, credited to Charles J. Walpert and Sol Grant. John W. Davis, credited to Charles J. Walpert and Mike Krekos. William B. Davis, credited to John T. Backman. G. W. Sickles, credited to Al Fisher and John T. Backman. A. Rabin, credited to Leo J. Haggerty and John T. Backman. W. A. Risner, credited to Walter De Pellaton and Ben Dobbert. Jimmie K. (Kid) Cotton, credited to Ben Dobbert. Jack McAfee, reinstatement credited to John Backman. Seven names were posted for consideration. Time out was taken here for the introduction of the past presidents. Each one in a short talk declared that they were with and for the organization and predicted another year of tremendous growth in membership. Harry Fink talked along different lines. He said that inasmuch as he had lost the moniker of "Stormy Petrel" to Joe Glacey he would be known henceforth as the "Oracle." He declared that it was a more dignified name anyway.

Roy Ludington was next with several dialect stories which went over in a big way. Stanley Dawson presented an interesting discourse on his travels and affairs of the organization. Bill Rice tried to get away from the call but was forced into a story of his involuntary balloon ascension several years ago at Okmulgee, Okla. He declared, however, it was not in the finish an entirely clean balloon ride. C. F. (Doc) Zeiger made a speech which set everyone to thinking. Outlining a plan that at first consideration seemed a gigantic undertaking, he reminded all that two years ago a suggestion he had made fell on deaf ears and was accomplished by others. This new plan is not to be publicized. In candor, when this plan gets under way, it will be a most important undertaking. Joe Glacey waited until the list had been concluded before dealing himself a hand which he called "a part resume of things that have come to my attention." Ed Nagle wanted to talk about the time he built the High street viaduct in Columbus, O., but an investigation proved that there never was a viaduct on High street, near Union Station. Claude Barie told of the fine success that was being met with in the solicitation for the souvenir program of the 15th annual Charity Banquet and Ball. The program, it was stated, would be 30 pages in length and attractively coalated. Thru Bill Newberry, Wallace Beery's manager, the art department of MGM studios will have noted artists illustrate each page.

Jack Grimes, raring for a chance to tell about the ball, declared the tickets would all be sold and announced some unusual forthcoming publicity stunts. He added that there would be no speakers' table, thus obviating uninteresting talks. Pressed for further announcements concerning the surprise number, he informed all present that they would have to wait until the program of acts were announced, adding that the two feature numbers would not be programed but announced just prior to their appearance. The pygmy elephants are to be presented in front of city hall on the afternoon of the ball. Usual lunch and refreshments were served after adjournment. In the hope that some one may read it we announce that a membership in PCSA aside from social activities and business opportunities also takes care of a matter if it should occur, which could not be handled by the individual.

LADIES' AUXILIARY

The meeting called to order at 8 p.m. sharp and was presided over by President Ethel Krug, Second Vice-President Pearl Runkle and Secretary-Treasurer Vera Downie. First Vice-President Ruby Kirkendall was absent. This meeting was largely attended because all shows on the Coast have folded for the 1936 season; hence the large gathering of showfolks on Monday nights.

The Ladies' Auxiliary home-coming dance to be given November 25 in the PCSA quarters was reported on. Check-up to date shows more than 1,800 tickets paid in, with another week to go, so the ladies are going to try to dispose of the balance before the drawing, which will be held in conjunction with the dance. Several road members not in yet but reported that they have disposed of most their quota.

With the arrival of Sisters Zeiger, Crafts, Clark, Hanscome, Herman, Webber, Walpert and Rogers, Pearl Runkle played *Hail, Hail, the Gang's All Here!* before business affairs were discussed and it bade fair to be a big winter in the clubrooms. However, Rose Clark announced she would be absent for next few meetings, as she departs Tuesday for Gilman Springs. She will drive in for the dance, tho, and will not let us down on our big nights.

Very much noted absentees were Marie Jessup, Sis Dyer, Edith Bullock, Grace McIntyre, Blossom Robinson, Peggy Forestall and the delight of the horse arena, Hazel Moss. Madge Buckley was seen here and there; seems like she was on the duck or playing a solo game with the writer as seeker. Florence Webber and Nina Rogers seen in a whispering conversation in the hallway. I learned their reason for going into seclusion and divulged it to several sisters who I am sure will never say a word.

The highlight of the evening was the calling on members at random for a speech, fining those who refused to stand up and speak a dime. Quite a few dimes collected, but the season's young yet and members are full of ideas, so we will hear from them with a vengeance.

Many new members were present. Speeches from Sisters Zeiger, Clark and Crafts gave a good account of themselves. Secretary Vera Downie was busy checking them in and issuing cards for 1937. Her reading of the financial account certainly received a big hand, and with the close of this administration Vera will be missed as our genial secretary.

Bingo was played and then luncheon served by house committee in charge, after which visiting was indulged in until late. Several ladies visited in PCSA clubrooms, renewing acquaintances and enjoying the hospitality of the men's club.

Zimdars Greater Shows Play for Elks and Close

GREENVILLE, Miss., Nov. 21.—With nightly attendance ranging from slightly under 1,000 to 1,500 patrons, Zimdars Greater Shows closed a week's engagement here at the Elks' festival and altho arrangements were made for wintering in this community, troupe pulled out. The show was announced to have leased a warehouse in Greenville in which to store and repair equipment and Terry Martin had publicly thanked civic leaders for their assistance in arranging for winter shelter. Town leaders were surprised to hear that the show had gone off into two groups, one headed for Tunica, Miss., and other to Little Rock, Ark.

With 12 shows, 9 rides and over a score of concessions, the carnival furnished the midway and Martin said that he was highly pleased with crowds, financial returns and treatment by the sponsors of event. A considerable amount of money was raised by the Elks.

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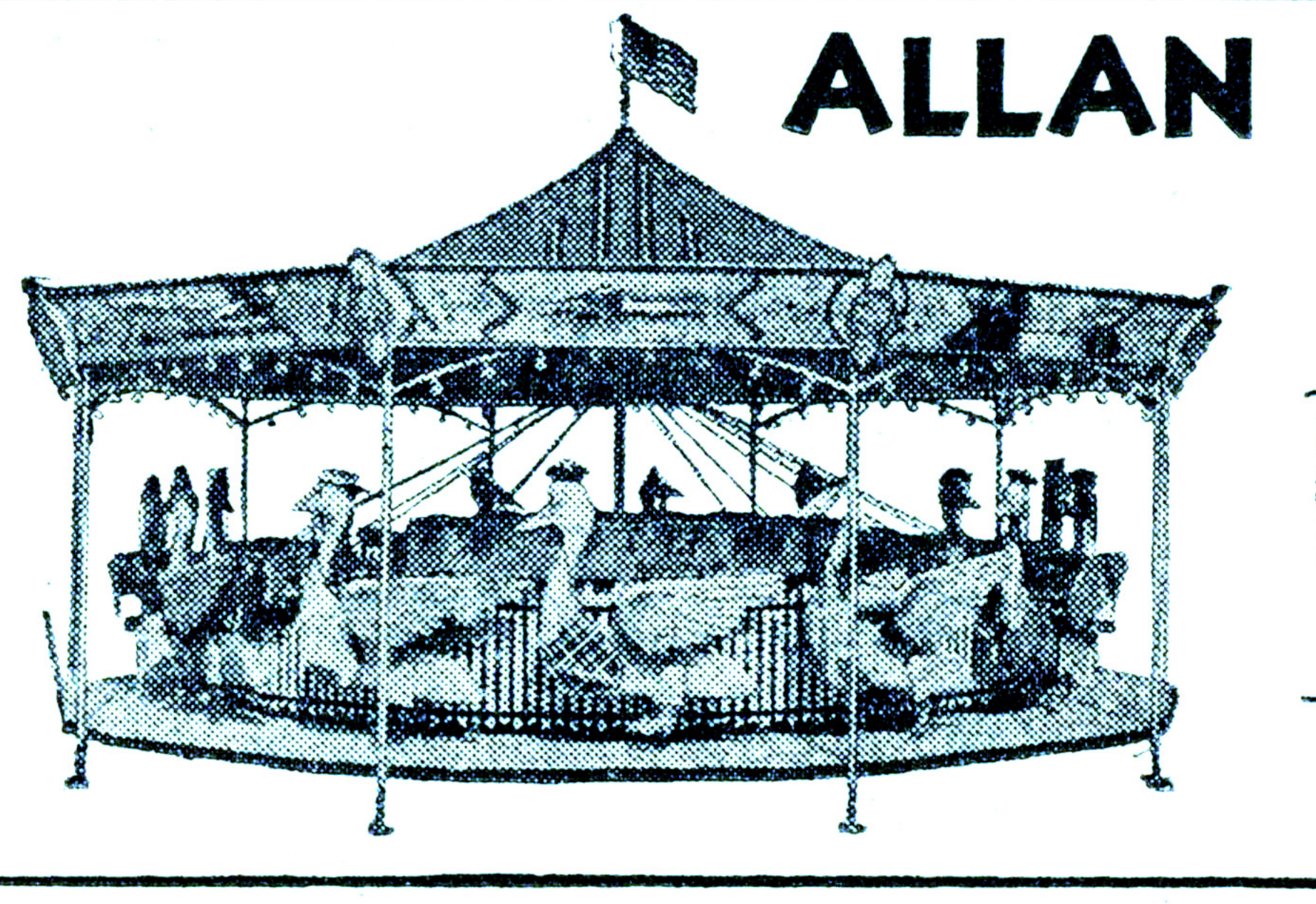

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Grossed $1,000.00 in 12 Days, 1936.

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North Tonawanda, N. Y.

HILDERBRAND'S UNITED SHOWS

now booking for their

FOURTEENTH GRAND TOUR OF THE NORTHWEST

THE SILVER FLEET ON WHEELS

Starts en route in March as the largest and most up-to-date carnival in this territory.

Hi-grade Shows, Free Acts, Rides and Concessions, write. Our 1934, 1935 and 1936 seasons were all winners.

Winter Quarters: 1717 No. Main St., Box 1032, Los Angeles, Calif.

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— NOW BOOKING FOR SEASON 1937 —

Winter Quarters Address

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NOW BOOKING FOR SEASON OF

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The largest operators of portable amusement equipment in America

We can use an abundance of SHOWS, CONCESSIONS, FREE ATTRACTIONS and reliable Show People of every description, as we will operate THREE COMPLETE CARNIVALS the coming season. A great opportunity for legitimate amusements. Ask those who were with us this year.

Our territory contains the cream of Fairs and Carnival dates in the Middle-West. We have a few open dates for large Fairs, and committees interested in obtaining SHOWS that are operated without controlled concessions.

We are also interested in booking rides at independent Fairs, Celebrations and Church Events, as we will operate 20 rides separate from our Carnival activities for this class of events.

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We Extend Greetings To All Our Friends—

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL.

We are now booking Shows, Rides and Concessions for 1937 Season. Have Chairoplane for sale. Will Buy Merry-Go-Round. Address All Mail to

FRANK E. DICKERSON, Greenland Exposition Shows, Rocky Mount, N. C.

STATE FAIR SHOWS

NOW BOOKING FOR SEASON OF 1937

High-Class Shows that can and will put something back of their Fronts. Will finance any new ideas we think worthy.

THIS SHOW CARRIES 10 MAJOR AND 2 KIDDY RIDES, ALSO 12 SHOWS.

CAPABLE SHOWMEN WANTED

Zeke Shumway and Barney Lamb, write again.

FAIR SECRETARIES—WATCH THIS SHOW

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Greetings to Our Many Show Friends Over the U. S.

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Is the Home of Troupers in Los Angeles.
Centrally located. No better beds at any price. You are at home here.

ED WALSH, Member P.C.S.A., Manager
423 West Eighth St., Los Angeles, Calif.

Blue Ribbon In Quarters

Roths to Chicago meeting—showfolk scatter—many sign up for 1937

PHOENIX CITY, Ala., Nov. 21.—Blue Ribbon Shows' engagement here for American Legion Festival ended the season.

Mr. and Mrs. L. E. Roth were presented with a good-luck silver trophy just before the band played *Home, Sweet Home.*

They appeared greatly surprised and overwhelmed with joy at such an appreciation of friendship shown by people with the show. Presentation was made in the center of midway. Speakers were Mayor Patterson, who welcomed the show in Phoenix City, followed by Mike Rosen, Victor Canares, commander of the American Legion, the chief of police and R. C. McCarter as emsee.

After the show has been put away for the winter the Roths will take a few days' rest before going to Chicago.

The following decided where they will go and what they will do during the winter months: Robert Perry and wife, of Wall of Death, to Florida and will be back with the show for next season. Motordrome roster: Marion Perry, Eddie Clark, John Ross, Doris Perry, Billie Davis, Blackie Ross and Fred Ellis.

Doc L. Stanton, manager Minstrel Show, to a medicine show in Georgia; D. L. Stanton of *No Name Show* to Georgia also for the winter; Doc Willsie and Birdie Willsie, owner of Side Show Museum, to Fort Pierce, Fla., and will be back with the show in the spring; *Million-Dollar Show,* Doc Swan and wife will winter in Macon, Ga., will also be back with the show; O. F. Struble and F. J. Laughney of the *Monster Show* to Florida; *Crocodile Show,* managed by C. J. Johnson, home for the winter; Arthur Earnest, manager of *Follies,* to Atlanta for the winter and will be back with the show next year; Baby Rose and family to Evansville, Ind.

Rides lineup: Tilt-a-Whirl, Howard Blackford, Lyman Allison and Martin Schultz. Big Eli Wheel, Jack Ridings, Earl Putney and Trudy Clifton. Ridee-O, Laymon Morgan, Henri Revori and James Paden. Loop-o-Plane, K. P. Chester and J. B. Cummings. Chair-o-Plane, Lawrence Schopp and Katherine McCarter. Merry-Go-Round, Marion Kessler and Maxie Watkens. Loop-the-Loop, Doc Newton, James Johnson and Mrs. Rose Stanton. Kiddie Airplanes, Harry Borchers and Mrs. Mabel Wyatt. Gate tickets, Mrs. Mary Lee Newton.

Concessions: Art Alexander and wife. "Mary Ann," will be in charge of winter quarters while Mr. and Mrs. Roth are in Chicago, then to Florida and will be back next year. Mr. and Mrs. Bennie Faust to Miami, Fla. Mr. and Mrs Ed. Rutledge to their home in Troy, Ala. Pop and Mom Wheeler to their home. Harry Rubin and wife to New Orleans. Mr. and Mrs. Willie Hughes to Florida. Billie Davis and mother, Mrs. Mabel Wyatt, to Florida. Harry and Mitzie to New York. Jack Kennedy and wife to their home in Pineapple, Ala. Art Haines and wife, manager *Blue Eyes Show,* to their home in Covington, Ky.

Mike Rosen to Chicago. His personnel follows: Sam Stein, Paul Bryant, Bill Blakely, Vince Hubbard, Joe Valentine, Lloyd Clifton, Harry Bratton, Jim Pearce, George Kellog, Harry Edwards, James and Harvey Drew, Irving Zolum, Eddie Hunter and wife; Muscle Head, boss canvasman, and Nate (Ginger) Nye, John Galligan and wife to Knoxville, then to Chicago. Leonard Ortagus and wife to Florida. J. W. Griffin and wife will winter here. Mr. and Mrs. J. B. Pope and Victor Canares to Florida. Mr. and Mrs. R. C. McCarter and children to Knoxville, Tenn., then Chicago.

Steblar Bros. To Reorganize

CHARLESTON, S. C., Nov. 21.—The latter part of March will find Steblar Bros.' Shows at the beginning of its 1937 season. Manager Steblar said the show will consist of five rides, 10 shows, 20 concessions and a free act. The opening date will be in South Carolina. Then show plans play thru Tennessee, West Virginia, Kentucky, Virginia and Ohio. Show's executive staff is not yet decided.

J. J. Steblar recently closed the 1936 season with his rides booked with the Majestic Shows at Thomasville, Ala. The rides are now in South Carolina, where they will play fairs and celebrations as long as the weather permits. Several years back Stebler operated his carnival in New York and other Eastern States and in the past has been most successful.

B. & V. Amusements; Notes From Winter Quarters

GARFIELD, N. J., Nov. 21.—After everything had been stored in winter quarters following independent, legion and firemen's celebrations, with rides only the past season, Mike Buck and J. Van Vliet announce that the season of 1937 will find them out with the B. & V. Amusements as a large show in the East.

Practically all the old territory that was formerly played by the shows when on the road before will be played.

Work has already started on a small scale in winter quarters by Tim Stefanick, who just completed a new fence for the Carousel.

Major work will begin after the first of the year, it is announced. The shows will carry about 8 rides and 10 shows, with three free acts and band with a pay gate.

A complete roster of the staff will be announced later, also names of contest promoters. Reported by Margeret Van Vliet, secretary of the B. & V. Amusements.

E. J. C. Shows End Season in Manitoba

ST. VITAL, Man., Canada, Nov. 21.—E. J. Casey, manager of the E. J. C. Shows, motorized, since closing the season has been engaged in indoor promotions in this sector.

In reviewing the past outdoor activities Casey said to a *The Billboard* reporter: "After our season's end Labor Day the shows put into winter quarters here. However, there were many with the shows who urged us to keep going. So, with Mrs. Casey and two children and Joe Carter, hoopla man, we went east in a car and trailer with three other concessions to Callander, Ont., where we visited the Dionne quintuplets. Following which our party visited the Canadian National Exhibition, Toronto, then we played the exhibitions at London, Paris, Welland and Aylmer. While in that section of Ontario we were the guests of Patty Conklin, Rubin Gruberg, Fred Sims, Con Gray and George Achison. We returned home via Chicago."

This is third year for the E. J. C. Shows, which traveled 5,000 miles in playing 25 celebrations and fairs. Opened in the Winnipeg district for the month of June, traveled west to Vegriville, Alta., north to Flin Flon Mines and as far east as Fort Francis, Ont. The show consists of three rides, three shows, 12 concessions and a personnel of 30, moving on six trucks, three trailers and three cars. Had the best season since organizing. Plans for season 1937 call for some additions and improvements. In view of general conditions it is regrettable that the outdoor season in this section is so short. However, we look for full prosperity in 1937."

RUBIN GASTONG and AKKA, rated as world's largest educated chimpanzee. One of four contracted by Dick Collins while in Europe for Dodson's Shows.

Jones Shows To Enlarge for '37

●

Phillips announces more light towers and building of new features

●

AUGUSTA, Ga., Nov. 21.—E. Lawrence Phillips, general director, Johnny J. Jones Exposition, considers the winter home of the shows as being ideal in every particular for the carrying out the work planned for the expansion of the Jones organization for 1937.

In this satisfaction he is being fully sustained by those with whom he is surrounded and they are elated over being in a place to work that has every modern facility.

One large building that is housing the show's entire equipment is of enormous proportions. Room for every wagon, so that the shows can be unloaded and set up under cover for rebuilding and decorating. The same applying to the rides.

There will be several workshops when the time for work to get under full sway starts, the day following the new year. At present 12 men are employed on general utility work, placing various parts of the paraphernalia in the proper place to be ready for the regular start of general activities.

Three new show fronts are being designed by artist Ribs Reeves, which from preliminary sketches reveal the modernistic trend and will be built.

Alongside the big building are three railroad tracks for the parking of the train. On the lot near by are scores of trailers and housecars, housing those who will spend the winter on the Jones location. Many who have been re-engaged are making their winter home in Augusta.

As to the lighting for season 1937, three additional light towers will be built, adding to the already 90,000 watts.

Bessie Breeze is a daily visitor. Among the others who called at winter quarters recently were Mr. and Mrs. William Zeidman and Mr. and Mrs. Rube Nixon. Johnny Harrison will have charge of the cookhouse. Dell Lampkin, ride superintendent, will soon start to ovehauling the motors. Lot Superintendent Jimmy Macahlansey will have charge of winter quarters.

Phillips and Mrs. Jones will be at the Chicago meeting, she having recovered from her recent illness. DeBelle will join Carl J. Lauther's Traveling Museum December 1. Reported by Starr DeBelle.

Barfield Reports Profitable Season

DONALSONVILLE, Ga., Nov. 21.—As per schedule the show closed regular 1936 season in Colquitt, Ga., and all connected were wearing smiles, indicating a prosperous season.

At the last minute Manager Barfield was contacted by the committee of the Seminole County Fair to furnish rides for the fair and decided to carry seven rides to Donalsonville, Ga., for the engagement.

On Friday night Mr. and Mrs. Barfield gave a party for all connected with the show in the minstrel top. A buffet supper, prepared by Mr. and Mrs. Dyer, operators of the cookhouse, was served. Dance music was furnished by Minstrel Show Rhythm Boys and all joined in to make whoopee. A burlesque floor show, starring Mrs. Eva Bissell as Queen and Determination Hoyt as King, was presented, with various members of the show in general cast in minor roles. The stage was decorated with festooning by Frank Starkey, special agent, and Barfield made the closing address.

After the engagement at Donalsonville Barfield will ship the show to Jacksonville, Fla., for winter quarters and will paint and repair rides to open in Florida with a unit of rides and concessions about the first of January. Barfield is planning for the 1937 Cosmopolitan Shows to be a credit to the show world, and he will carry new show ideas and strictly legitimate concessions. Reported by Ted Dunn for the shows.

SHOWS PEP UP——

(Continued from page 74)

the second "lay-off" construction work will be carried forward so that everything will be in readiness for the events that begin early in the spring.

Just what circuit and fairs will be played this season have not yet been announced by Carl J. Sedlmayr, general manager.

During 1936 Royal American reports the loss of only six days on account of inclement weather. Thruout the entire season only six "still dates" were played and these, in virtually every instance, were converted into full-fledged events before the shows arrived to play them.

The Florida State Fair and Gasparilla, Tampa, was the bright spot of last winter. Memphis Cotton Carnival, Western Canadian Exhibitions, Alabama State Fair and Mississippi State Fair lead in midway grosses, the management stated.

Mr. and Mrs. Raymond Lee, of St. Paul; Doug Baldwin, of Minneapolis and Birmingham, and P. T. Strieder, of Alabama and Florida State fairs, were "observers" at Jackson, Miss., "big Friday" and were amazed at the volume of business being done.

Walter DeVoyne said, "Every fair on the circuit was ahead of last year from the midway's gross viewpoint." Elmer Velare, in commenting on the season, voiced, "This was phenomenal because several fairs experienced lesser crowds this summer than a year ago; therefore our achievement is even greater than we had expected."

Sedlmayr Strong for Lights

Carl Sedlmayr pointed to the increased capacity of tent theater attractions, the greater number of riding devices and the human appeal of this year's illumination system, as largely responsible for this condition.

"Since that's the main reason for the current season's unprecedented records that's the angle we're going after to push to ever higher peaks in 1937!"

It is the advancing of these "angles" of this show's business that is creating a new tension of activity in winter quarters. Royal American Shows have dropped many traditional notions about the carnival business, have found new ideas involving quality and merit and brilliance actually produce results. It is toward a furthering of this new era of quality that Sedlmayr and Velare Bros. are waging an intensive campaign between seasons.

The staff during the season just ended included Carl J. Sedlmayr, general manager; Elmer C. Velare, business manager; Curtis J. Velare, concession manager; Walter DeVoyne, secretary; Mrs. Ruby Velare, treasurer, and Jack E. Dadswell, publicity and advertising. Sam Gluskin, special agent, with George Page as assistant; Sammy Smith, trainmaster; Vince T. Book, designing engineer; Nath Nelson, chief electrician; Ed Nelson, head carpenter, and "Slim" Sowerby, chief decorator.

The complete staff for 1937 has not been announced, but few changes are anticipated.

BY-LAWS READY——

(Continued from page 74)

ask that the association be authorized to pursue steps looking toward a reduction in railroad transportation and the reduction of demurrage charges.

Further, that the association be authorized to pursue steps looking toward the reduction in the cost of operating motorized shows by seeking lower gasoline and other taxes. He will point out court decisions as affecting such matters as motorized transportation, and will stress the fact that during the past year there were numerous changes in the status of interstate motorized transportation. Motorized transportation during this period became subject to the jurisdiction of the Interstate Commerce Commission.

In his sixth citation of important things of vital interest to the carnival industry Cohen will recommend that the general policies of the past be continued as a matter of policy for the coming year.

Federal and State Unemployment and Security Laws

Federal and State unemployment laws have been investigated by Mr. Cohen. These investigations resulted in the following findings:

The new Federal Social Security Act reveals that pay-roll taxes will be due and payable from and after January 1, 1937. In connection with this federal law the general provisions are that under the unemployment insurance provisions of the Social Security Act employers of eight or more workers in the United States are liable to the tax. As to the Social Security features of this law there is no minimum number of employees. The federal law applies to total pay roll.

The present membership of the ACA now lists 30 carnival organizations, and in view of the importance of the association to the carnival industry it expects to add a big number at the next meeting.

With the important matters to come up during this meeting, there is assurance that it will be well attended and that action in harmony with the policies of the ACA will prevail.

CETLIN-WILSON——

(Continued from page 74)

phia; Mr. and Mrs. Speedy Merrill in Greensboro, Mrs. Merrill will spend a month with her people in Chicago.

Glen Poter and Julius Griffel will play theatres with a picture called *Savage Gold;* Mr. and Mrs. Willis Johnson to their home in Sanford, N. C.; Mr. and Mrs. William Purchase to Florida; Mr. and Mrs Victor Ferguson to Florida; Mr. and Mrs. Frank Savage in Greensboro; Mr. and Mrs. William Morgan to Florida; Albert Busch to Texas; Mr. and Mrs. Jack Summers to their home in Rocky Mt., Va.; Mr. and Mrs. Carl Fontaine, Doc and Mrs. Weber, and W. F. Hannon to Florida.

Mr. and Mrs. Fred Utter in Greensboro; Mr. and Mrs. James Blair, of Blairs Scottish Highlanders, going to make a trip to Scotland, but will return in time for the opening of the show next season; Mr. and Mrs. C. D. Crump with Blacky Holt are making indoors in North Carolina.

Great Wilno returned to Peru, Ind.; Mr. and Mrs. Doc Hamilton to Florida; Edna Purchase celebrated her 16th birthday on November 13. Aloa, the Alligator Boy, passed thru Greensboro and is playing store shows.

Frank Massick has a crew of 10 men at the present time, and will add more after the first of the year. J. W. Wilson and Harry Dunkel are away on business and will not return until after the Chicago meeting. The first meeting of the Wintertime Social Club was held on Saturday night, November 14, at the Clegg Hotel. Reported by George Hirshberg for the shows.

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1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, $5.25; 50 cards, $6; 75 cards, $6.50; 100 cards, $10; 150 cards, $12.50; 200 cards, $15; 250 cards, $17.50; 300 cards, $20. Remaining 700 cards sold 100 cards each, $7.

Set of 20 Lightweight Bingo Cards, $1.00.

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Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, $5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

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Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, $1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class......$12.50
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Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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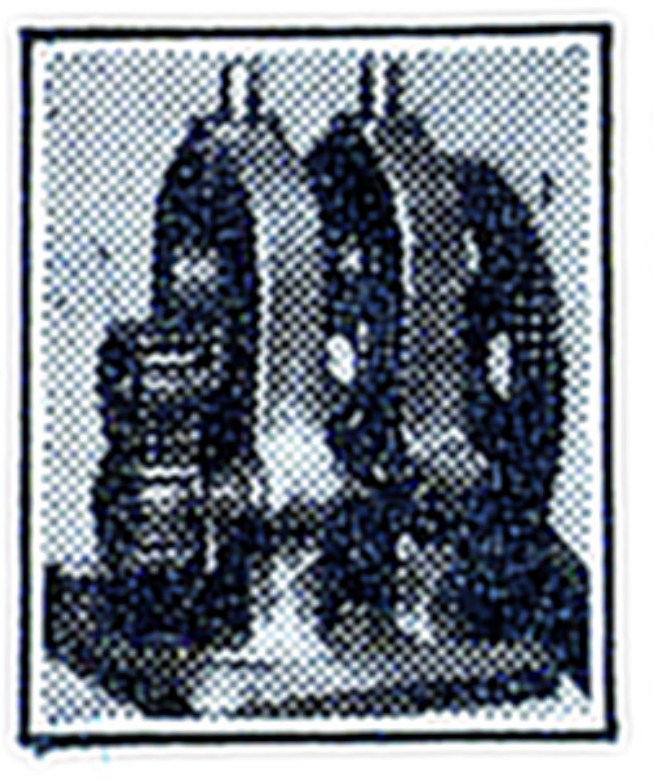

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WHO GOT the Big Four?

WHO GOT the Capitol City Circuit?

MERRY CHRISTMAS yourself!

ADVERTISE for what!

ALL ABOARD for Chicago!

FOR SALE—One good used carnival.

YOU ARE no opposition to my shows!

THEY GOT the entire circuit!

HERE BOY! Page me every hour.

I CERTAINLY did wire you for a reservation!

GO AND WAKE UP my agent! The meeting is on.

NO, WE NEVER will give our show away.

WE DID not buy any fairs. All our contracts are on percentage.

WILL ANNOUNCE the fairs we have later!

SEE THAT jane over there? She's wid it.

BETTER make it three pitchers of cracked ice!

WHERE WILL a letter or wire reach you?

DON'T JUST throw that dog a bone. Give him a feed once in a while.—K. Nine.

YOU WILL hear from us as soon as our board meets!

DID YOU say you had a band this year with your carnival?

JUST SIGNED all the contracts my fountain pen would stand!

TO REMEMBER: Henry Meyerhoff and the Crescent Canadian Shows.

THIS LINE is to put Harry FitzGerald, press agent, back in circulation.

"THAT GUY is as crazy as a crutch. He has a bank roll that would choke a whale."

YES, I have an opening for a good general agent. How long have you been working for me?

THE ONLY kind of monkeys I want around my show are those with money to spend.

GOOD GENERAL agents are certainly in demand.

WE JUST booked one of the greatest trained spider shows that ever came up from the Congo.

I AM ONLY a small carnival manager. So I see. Heard you at one of the meetings.

WE JUST as well have booked a Lotta Hooey Shows.

MAKE a reservation for me on the first airliner out for South America. I need a long flight from my nerves.

PETE KELLEFREW announces that he closed with Great Superior Shows and is taking out a winter show.

IT IS a good human trait to remember those who fail to remember you.

MANY WOMEN read cookbooks that know nothing about the mechanics of a cookstove.

AL BLUMENTHAL AMUSEMENT Company closed the season in Pittsburgh, Pa., recently.

MY AGENT must have left his brains in some depot! He tells me he has already got that circuit up as high as 30 per cent.

JACK DADSWELL says a press agent's office is generally under the blue canopy of heaven.

CARNIVAL BUSINESS is a great business. Make the most of it while you are in it.

WHEN THE average carnival manager speaks well of a general agent he certainly must be good.—Soapy Glue.

THIS IS your boss speaking. Hey, press agent! Did not see my name in the Chicago papers this morning. Now your salary doesn't start until January 1.

MR. AND MRS. F. A. SHORT are wintering in Tampa, Fla. They will take their musical revue on the road to play in stock in the near future.

THERE ARE always two people some can be sure will listen to them. They are "me and myself" some refer to so often.

C. L. SPENCER: Kindly send your permanent address to this department. Merry Christmas to you, Mrs. Spencer, and your dear mother.—"The Onion."

FLORIDA IS now being invaded. Texas, Louisiana and some other of the States favorable to winter activities will have carnivals "out all winter."

JOHNNY J. JONES Exposition was the first carnival in America to carry two Big Eli wheels.

E. C. FIRESTONE and family left Pittsburgh for Florida, following closing of the season with Al Blumenthal Amusements in the Smoky City.

MRS. HARRY G. MELVILLE, popular in outdoor show circles as an independent ride operator. For the past several seasons, in association with Nate Miller, scored successes with various carnivals and at expositions.

DOC SPURGIN is in Albuquerque, N. M., wondering who will get the carnival contract for the new fairgrounds there next season.

LOVE YOUR opposition as you do yourself and everything will be on the borders of Utopia.—Tilly Few Clothes.

MRS. J. W. PINKISTON letters from Salisbury, N. C.: "J. W. just closed a wonderful season with his concessions on Dixie Model Shows.

WHAT IS now and then? First one and then the other. You know I am a good guy and you know my reputation for square dealing???

YOU HAD a lot of free acts on paper the last meeting, too. We saw your shows last summer and your free act was a guy walking backwards up a stepladder.

E. LAWRENCE PHILLIPS: Are you going to build that House Upside Down you and "The Onion" talked about in Owensboro, Ky., the past summer?

WE GUESS: That some wonder what a certain West Coast carnival manager does besides flying over the country in an airplane.

WELL! We finally got rid of the lettering on the ticket boxes of some Ferris wheels, "Moral and Refined—Catering to Ladies and Children."

ROBERT SORENSEN cards from Chattanooga, Tenn.: "Closed a very successful season with C. E. Barfield. Will winter here and build new shows for next season."

JOE POTENTI, on the whip ride with Coleman Bros.' Shows, closed with them in Middletown, Conn., and jumped to Cincinnati via Albany, N. Y., to spend the winter.

BEN WILLIAMS is successful because he does not attend to anyone's business but his own. He tries to anticipate what the opposition is going to do and generally beats them to it.

ATTRACTIVE LETTERHEADS are in order for season 1937. Start the new year right. Make a good impression with your stationery. It is really important.

JACK WILSON cards from Hot Springs, Ark.: "Those here at present are Max Goodman and family, Sam Solomon and family, and Cliff Johnson, Cole-Beatty Circus giant."

NEXT WEEK there will be the greatest gathering of outdoor showmen in the history of the business, is the prediction of those at the helm of this annual event.

BETTY-JOHN letters from Morrilton, Ark.: "Closed my side show rather early and visited my sister in Washington, D. C. Had best season in several years. Have some new ideas for next season."

SOME ride boys report that at the closing of the season they had a dollar coming. They should not be so beer-y and extravagant during time they are making it—Bubble Buster.

HE IS working in a hardware store this winter so he can get enough nails, screws, hinges and bolts to build himself a joint next spring.

MR. AND MRS. W. M. TUCKER, owners and managers of Al G. Hodges' Shows, are on a vacation in Florida. They will motor from Tampa to the big meeting in Chicago.

E. F. CHURCH letters from Tallahassee, Fla.: "Mark Williams has joined Barney Lamb's side show on the Krause Greater Shows as talker and Doral Dina also joined and is featured in annex."

FOLKS AT HOME would like to have you write them. Mother and father, sister and brother, should never be forgotten with a line or two at frequent intervals.

HENRY CULBRETH cards from Savannah, Ga.: "Tell the folks that Bo-Weevil

WE'LL BE THERE
When the NATIONAL ASSOCIATION of AMUSEMENT PARKS meets at
HOTEL SHERMAN, CHICAGO
November 30 — December 4
Park Men, Ride Men, BIG ELI Wheel Owners and Operators—meet our representatives.
EXHIBIT BOOTH No. 21
ELI BRIDGE COMPANY
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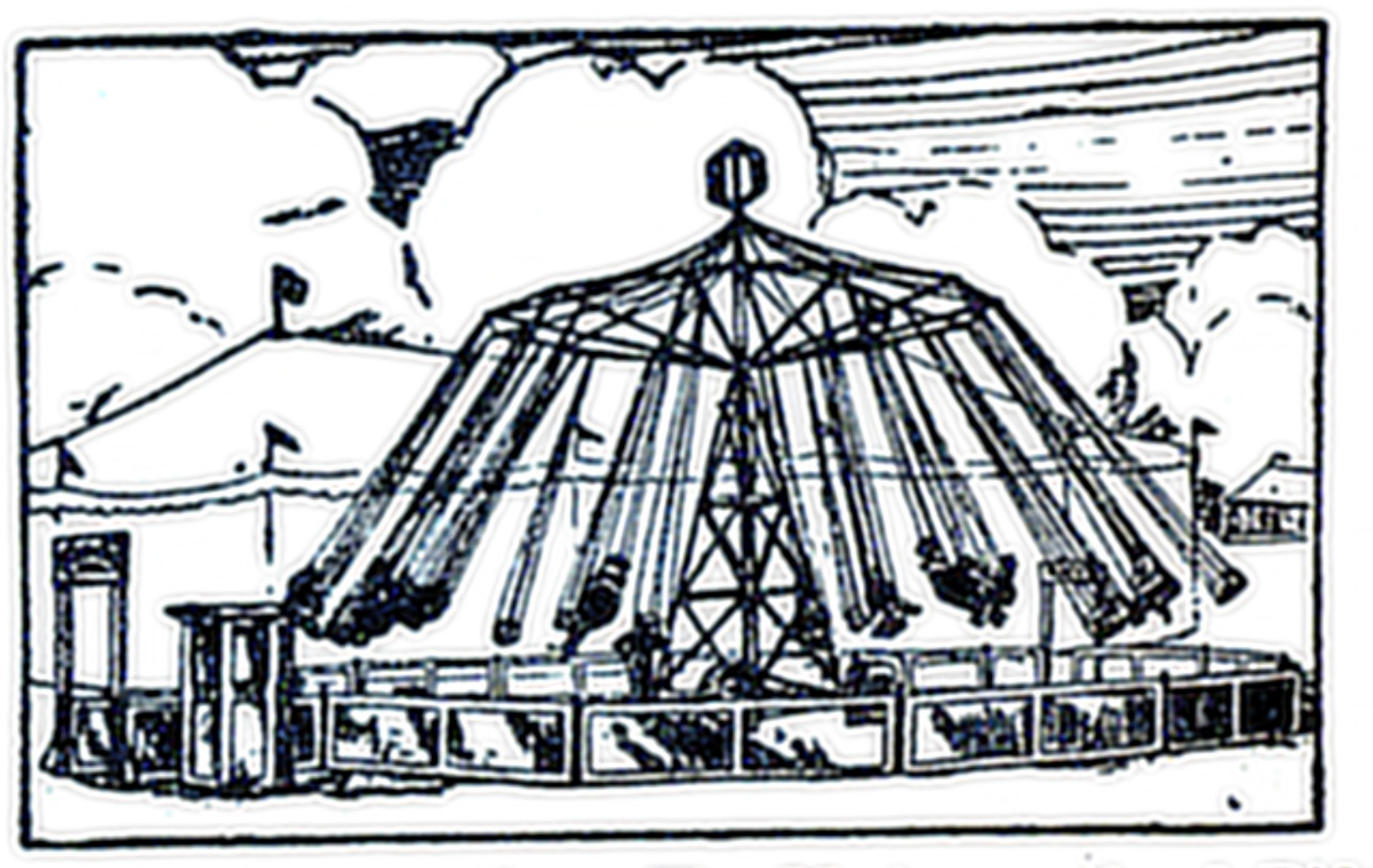

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ON 20 STEEL CARS NEXT SEASON

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JAMES E. STRATES, Mgr.

OUR 29-week season in 1936 was the most successful in the history of our organization. Played 15 still dates and 14 big fairs. Record crowds at every date.

Entire show will be made over for 1937. Enlarged midway—more and totally different attractions—new fronts—everything modern and up to the minute. 20 steel railroad cars needed for transportation.

Featuring
ONLY THE BEST SHOWS
and
RIDING DEVICES
★
FOUR AMERICAN EAGLES
Outstanding High Wire Act
★
18 MERITORIOUS SHOWS
★
15 SENSATIONAL RIDING DEVICES

FAIR SECRETARIES -- COMMITTEE MEN

WRITE NOW FOR OPEN DATES IN 1937 —— MEET US AT THE SHERMAN HOTEL, CHICAGO

WANTED

First-Class Cook House; will guarantee meal tickets. Legitimate Concessions. Experienced Show Builders and Ride Foremen, write.

WANTED

Any Novelty Show to feature; nothing too big. Will furnish complete outfit with beautiful wagon front. Good opening for A-No. 1 Freak Animal Show. One-Ring Circus to feature. Can place two good Single Pit Shows.

Our best asset is our reputation for providing clean amusements at all times! Your protection is our past performances of our agreements! Write today!

will spend the winter in Greenwood, S. C. Will be back with Dodson's Shows season 1937."

D. HARRY (CYCLONE) BELL letters from Wilmington, N. C.: "Had Athletic Show with Kaus Shows. Good season. No kick. Roster: Mildred Fisher, tickets; 'Cyclone' Bell, wrestler; Lee Prince and 'Tuffy' Bob Haye, boxers."

NO FAIRS for our shows next season. All inclosures under strong auspices. Got every date filled except Decoration Day, Fourth of July, Labor Day and Armistice weeks.

MRS. BABE BOODY letters from Big Rapids, Mich., of her recent marriage. Both husband and wife recently of the Tilly and Gold Medal Shows. They cannot get along without *The Billboard* and friends in the carnival world, she states.

ELLIS (WHITEY) WHITE, operator of cookhouse on West Bros.' Amusement Company past season, advises that he had best season of his long career. White is in Kansas City for winter, an ardent worker for HASC.

MRS. ROSE RUBACK is rated as among the most active women executives in the carnival world. As secretary-treasurer of Western States Shows she has proved her efficiency.

BUILDING new fairgrounds, going on now, is a good sign of prosperity. Let it be hoped that those responsible for plans and construction on them will make ample provisions for the proper presentation of the midways.

MR AND MRS. KELLIE KING report from Atlanta, Ga., that they had a good season with their tropical Animal Show and will visit Sarasota and Miami. While in Atlanta they placed an order for new canvas.

J. C. McCAFFERY is certainly a traveling man. He covers a greater portion of the continent like the proverbial dew, but we have yet to hear of his flights being made in an airplane. However, J. C is still young.

LIFE'S PROBLEMS have not all been solved yet. You are still alive and kicking, aren't you? Never get discouraged. One can never tell when good fortune will come his way.

NOW WE have the New Ideal Shows. Announcing that they are "Leader for Better Shows." Many in the business trust that they will really be the leaders for better independent shows, as well as a whole combination.

MILTON M. MORRIS for mayor! Broadway, New York, has its "mayor"; why not Tampa's (Fla.) leading street? When Milton arrives any place they know he is in town. Another Big Cigar Celebration for Tampa, we suppose.

VAUDEVILLE of a kind is coming back via the carnival. The acts will be presented on platforms like in side shows and museums. They will be entertaining acts, each doing a specialty. C. Jack Shafer said so one time in Paterson, N. J.

SLIM HANSEN cards from Elizabeth, N. J.: "Still I did not hear from Palooka, but a very dear friend. Newbank Shows closed and am resting home with my aunt." Slim, Palooka will probably come to light.

ART LEWIS announces a new marquee with a neon sign carrying the title of

YOUR Income depends on the Equipment YOU have

Get More Business with the 1937 TILT-A-WHIRL

Lots of Flash for Your Midway—Thrills That Make It a Repeater—Economical Operation and Lasting Value—An Oft-Heard Fact—

"TILT-A-WHIRL IS TOPS IN RIDES"

It Will Help You in Your Bookings for 1937.

SELLNER MFG. CO. Faribault, Minnesota

REJUVENATE YOUR PARKS AND CARNIVALS FOR COMING SEASON 1937 BY BUYING THE . . . .

FLYING SCOOTERS

Will bring you new business. A proven money maker. It's entirely different, a self controlled flying ride. The big hit of Texas Centennial Exposition, The Great Lakes Centennial Exposition, Riverview Park, Chicago, and Flint Park.

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BISCH-ROCCO AMUSEMENT CO.

3900 SOUTH PARKWAY, CHICAGO, ILL.

SNAPP GREATER SHOWS

NOW CONTRACTING FOR SEASON OF 1937

WILL FURNISH COMPLETE OUTFITS WITH NEON FRONTS TO CAPABLE SHOWMEN.

CONCESSIONS THAT OPERATE FOR STOCK.

(Popcorn and Bingo sold exclusive.)

Winter Quarters: 522-24 JOPLIN ST., JOPLIN, MO.

Fairly-Martone Shows

Formerly

HENNIES BROS.' MOTORIZED SHOWS

NOW BOOKING FOR SEASON 1937

OPENING EARLY IN MARCH

WANT TO HEAR FROM CAPABLE SHOWMEN

Will finance any new or novel ideas which are within the keeping of the past reputation of the Hennies Bros.' Motorized Shows.

Want a man capable of producing A-1 Minstrel Show.

CAN PLACE A FEW LEGITIMATE CONCESSIONS

Fair Secretaries

DESIRING THE LARGEST AND MOST BEAUTIFUL MOTORIZED SHOW N AMERICA, SEE US AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION

WINTER QUARTERS ADDRESS: P. O. BOX 575,
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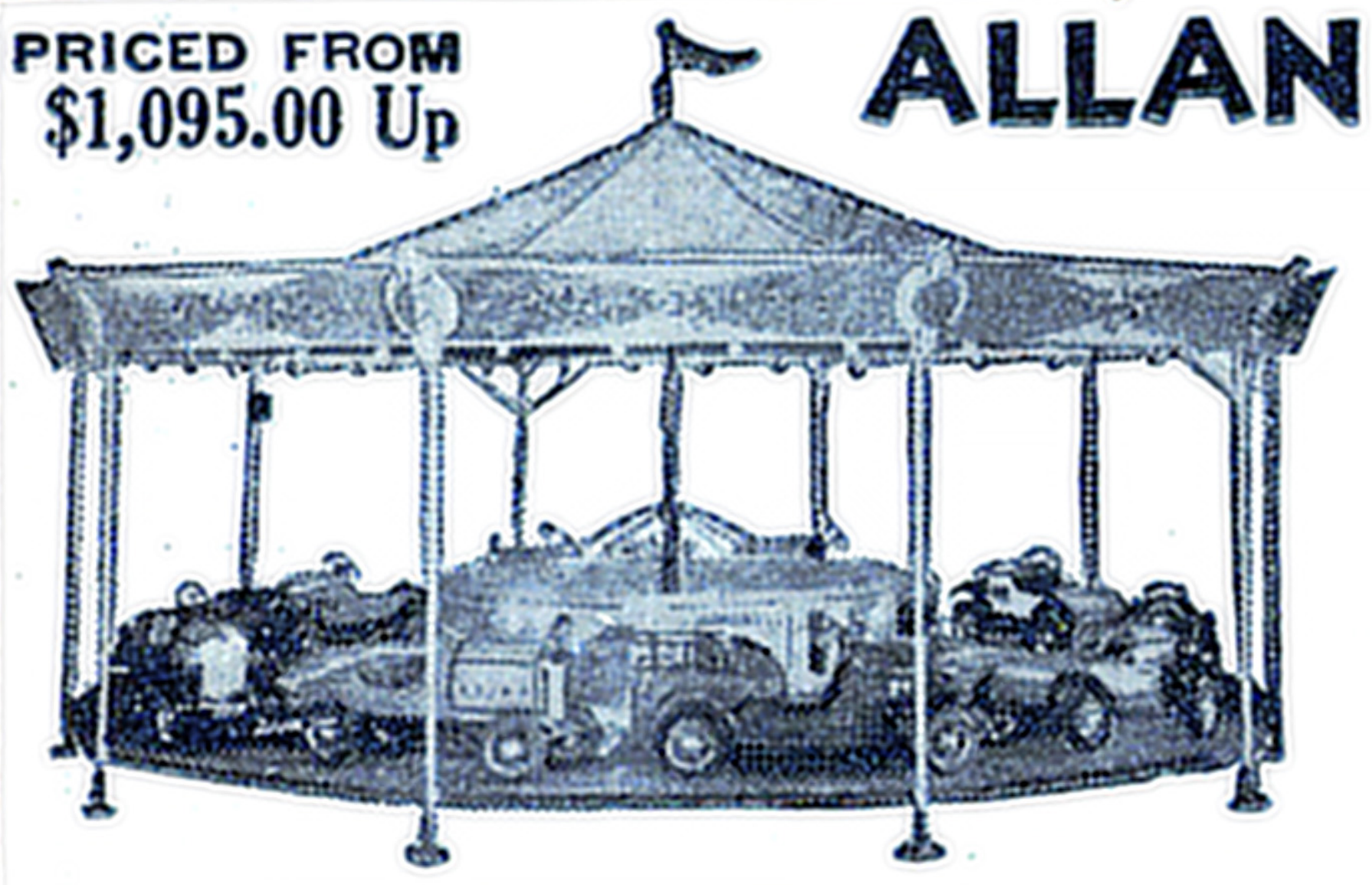

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ALLAN HERSCHELL CO.

1937 DE LUXE MODEL KIDDIE AUTO RIDES

MORE THAN 120 SATISFIED OWNERS.

"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for $1,295.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for $1,095.00 F. O. B. North Tonawanda."

Special 20-Car Model for $2,150.00 furnished on special order.

ALLAN HERSCHELL CO., Inc.
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THE PAL THE WORLD'S LEADING GASOLINE PROPELLED "DRIVE-YOURSELF" CAR

DON'T EXPERIMENT

Own the Ride Used by All the Leading Shows.

Get in and STAY in the Money with the Only Miniature Car That Can Really Take It.

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THE MEILI-BLUMBERG CO., Inc.

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JOHN F. REID WILLIAM G. DUMAS

EXTEND GREETINGS AND WISH MORE PROSPERITY TO ALL FRIENDS

WE ARE NOW BOOKING FOR 1937

HOTEL SHERMAN, CHICAGO, DECEMBER 1 TO 5

PERMANENT ADDRESS: 3633 SEYBURN ST., DETROIT, MICH.

the shows in letters three feet high and subtitle in letters 18 inches. This sign will be of the running kind and flashes on and off. All show fronts to be modernistic.

THE CARNIVAL is young yet. There is much to be done to put it over right in the eyes of the intelligent public. The world is very exacting. There is a demand for the carnival form of outdoor amusement. Meet the demand in keeping with the times and all will be well.

GEO. LUCAS letters from Mt. Carmel, Ill.: "Had the Caterpillar ride on the World of Mirth Shows for the past six seasons. Closed at Salisbury, N. C., and went home. Mrs. Gertrude Lucas was operated on November 10. She expects to be in the hospital three weeks."

H. A. BOUCK, better known to the carnival world as "Big Six," now has his cookhouse stored at Schoharie, N. Y. He reports as having played eight fairs and closed with best season since 1929. For the winter he will operate his rathskeller.

IT IS not good business practice for carnivals to exaggerate on their letterheads. Those who know the fine points in direction and management of carnivals use simple statements on their letterheads, such as the title of the carnival, slogan (sometimes) and permanent address.

CHARLES C. BLUE wishes to thank all who have phoned, wired, postcarded and lettered him during his illness. He finds it impossible to reply in writing and takes this medium in the form of appreciation for all the kind remembrances bestowed upon him.

TEX ALLISON cards from Mobile, Ala.: "With the wife, we closed the season with F. H. Bee and C. E. Lane Shows. Will spend a few days in Biloxi, Miss., fishing and putting the finishing touches on recently built housecar."

CARNIVAL MANAGER—I have the show.

Fair Manager—We'll have the weather.

Carnival Manager—It will be the first time.

Fair Manager—We will also have eight or ten feet more of Midway space.

Carnival Manager—You can have all you say, on a percentage basis.

JERRY TRACY letters from Washington, D. C.: "Good old Midway Confab. Here with a job until next season opens. Hope all my pals of the midways are enjoying the best of health and will have a merry, merry Christmas."

THE OCTOPUS ride now loads in a semi-trailer. Abner K. Kline, general representative, and Frank, engineer, of Eyerly Aircraft Corporation shipped one to Shreveport, La., from the factory in Salem, Ore., that way. It make a most complete and compact load.

JOIN THE boosters. You will never take any money out of a town if you knock it in local restaurants, hotel lobbies, barber shops, or in fact in any place at any time. Be good boys and girls and boost the spot you are in. Every hamlet and village has something some other place has not of interest.

JOHN S. BULLOCK, manager Bullock Amusement Company, cards from Elloree, S. C.: "Just thought I would let showmen know the good work my agent, E. E. (John) Murray, has been doing. He has opened up three towns that have not been played by carnivals in two or more years."

RALPH MARTIN letters from Waycross, Ga.: "Hamda Ben and family closed a pleasant season with Dennert & Knepp Shows. While on their way to Miami, they stopped here, Ben's home lodge of Elks. His son, Larry, joined the lodge, along with five new members."

DO YOU get and read your home town newspapers? Many will make an especial effort this coming holiday season to visit the homefolk. The old town will not look the same, but it is your home town after all. You can criticize its shortcomings, but you would resent others doing it when a carnival visits it. Think this over.

H. C. EGAN letters from Delaware, O.: "Read *The Billboard* each week. Am interested in operating games and concessions on carnivals. Have done this for the past several seasons. I see the need of new games, something different. Seems that manufacturers would get out something right up to the minute. The public wants them."

DOLLY DIXON, midget prima donna, known as "Dolly the Doll Lady," has been engaged by Colonel J. H. Dennert for 1937 season. Dennert will also frame a new 10-in-1 show to be under the management of H. L. Bush. While in Charleston Bush met Work, of R. H. Work Shows, which closed its season and stored its paraphernalia there; except two rides and one show which will play the smaller towns in that vicinity until after the holidays.

V. L. (MOXIE) Hanley makes his home in Kansas City. At present operating photo stores there. His brother, Raymond Hanley, of Portland, Ore., is visiting that city for the first time in seven years. Moxie gets a big kick out of introducing his brother, a nonprofessional, to all outdoor showmen he meets.

JOHN ELLIS letters from Grand Rapids, Mich.: "After closing season with Mighty Sheesley Midway, Mrs. Ellis and myself returned to our old stamping grounds. We are playing larger schools with a complete production of Rip Van Winkle, starring Arthur Blackaller, as Rip, and Arlette Baird, as Gretchen. Way the performance is being hailed by press and public shows quite plainly how starved the average theatergoer is for the return of flesh drama. Blackaller was in support of the late Joseph Jefferson for years. His interpretation of the part is, to say the least, uncanny. Business is generally capacity. We will return to Sheesley again next season, as our engagement under that master showman was the most satisfactory we have experienced in years."

T. E. KAUS letters from New Bern, N. C.: "Sonny Sissine was one year old Sunday, November 8. A birthday party was given in his honor by his grandparents, Mr. and Mrs. O. F. (Blondie) Mack, of the Kaus Shows, held in a big top. Sonny was the recipient of many gifts. A large crowd of showfolk attend the festivities."

BOBBY MACK, general agent Pan-American Shows, letters from Cairo, Ill.: "Shows had a very pleasant season. Winter quarters now established here. Large brick structure. Building new show fronts. Repainting rides. Have contracted again for next season as general agent. Will be at the Chicago meeting."

J. C. McGOWAN letters from Monroe, La.: "F. W. Miller closed season and stored shows and concessions. Is now organizing a traveling museum which will be larger than last season. Will open in El Dorado, Ark., with 15 acts working on platforms. New draperies and new-style light effects will be used."

JOHN ROBERTSON letters from Shreveport, La.: "Finished season with my attractions here on United Shows of America. Tour as a whole was okeh. Closing here was marred by rain. Harry LaMar, H. Zimmers and Coy Neelander visited. Will rest here and at Hot Springs, Ark. December 15 will open a museum in Detroit."

TALENT IN the field. Real talent. This makes one wonder where all this array is coming from, to give all the carnivals "the most capable staff in the business," as some state they will have. Yet, remember new names and new faces are coming into the carnival business the next year, as in the past. Who knows who will startle those who

MATHILDA AND JOHN VROMBAUT, wooden-shoe makers in Belgian Village, "Streets of the World," Great Lakes Exposition, Cleveland, past season. Odd costumes and workmanship attracted much attention from visiting showfolk.

are now so confident that they dominate all they survey?

ALBERT HAVERSON cards from Nashville, Tenn.: "Pitching thru middle Tennessee to good business. Met the Ace of Texas here. Dude Bremer is in town visiting his boy who is in school. Mrs. Dude is also good paper people. Dude was on the F. H. Bee Shows this season.

DICK BEST'S side show, Kemp's lion motordrome, Raynell's Flying-Hi revue, Rhythm colored revue, Maynes and Illion's rides, Sky Rocket ride, four Big Eli wheels and Merry-Go-Round are reported to have been way up in big money on the Royal American Shows during its engagement at Greater Gulf Coast Fair, Mobile, Ala.

WOODRON ARNOLD cards from Aberdeen, Miss.: "C. L. Spencer Shows found the second week here with warmer weather and better business. Spencer will buy another Merry-Go-Round. Mr. and Mrs. Ralph Miller visited from Louisiana. Expect to be out very late this season and will catch the late fish. "Mom" Spencer has additions to her family, two Spitz pups.

ROCK'S CONCESSIONS report from Anderson, S. C.: "Since closing a very pleasant and profitable season with Ben Williams' Shows sent one unit south to play late fairs. Stored another in winter quarters. The Frozen Delight outfit is being rebuilt and mounted on a new streamlined truck, so as to be in keeping with the show's modernization for season 1937."

WHAT NEXT? We hear of a side-show attraction that is different. It is a pig that refuses to eat anything except fresh butter. Years ago there was a feller who exhibited a hog with "human" eyes at fairs in the East. Whenever he had any squawks he would tell the customer to look the pig straight in the eyes and he would see how human-like they were. The patron would gaze intently, sometimes, and finally admit, sometimes, that there was a resemblance between hog optics and human. Did you ever look a pig straight in the eyes? Do so, and see for yourself.

RAYMOND CHALDLER letters from Lewisburg, Ala.: "The first *The Billboard* I ever saw was thrown off a one-car show. Don't exactly remember the title, but it was either the C. A. Phelps Dramatic Company or the Rabbit Foot Minstrels, at Townley, Ala., in 1917. In all these years of reading *Old Billyboy* I got the biggest kick out of Midway Confab, issue November 14. Merry Christmas and happy New Year."

A STEVE HENRY anent leap year: Looks like in these waning days of leap year that fellers had better be on their toes. Doc Hall and Mickey Wilson were driving thru Eastside, Los Angeles, and saw two very attractive Mexican girls seated on a lawn. On the lawn near the pavement was a sign, "Hot Tamales, to take out." Doc and Mickey agree that there may have been method in displaying of the sign, "Hot Tamales."

ROBERT (RED) MARCUS closed as talker on the front of Hollywood Animal Show at the Texas Centennial, Dallas, recently, and stopped off in Cincinnati en route to Detroit. Early in the season he was on Creation at the Great Lakes Exposition, Cleveland. On his call at *The Billboard* he was accompanied by Morris Weber, formerly of Sheesley Shows, who is now a concessioner in the Empress Theater, Cincinnati.

E. V. McGARRY letters from Miami, Fla.: "Diamond Kitty, myself and Thomas Laswell, talker, are back on the McGarry estate after a profitable season. It has been my second best year handling fat folks since 1929, when my fat show topped the midway at the Canadian National Exhibition, Toronto. Diamond Kitty made her debut in the show world in 1933. She has made several shots for Fox Movietone. Since coming here Laswell has had an offer to work for a hardware firm. Nothing succeeds like success."

FLOSS CANDY MACHINES

All Electric—Double Head.

After two solid seasons of personal demonstrations with Cole Bros.-Clyde Beatty sensational new circus, my machine is acclaimed "The Tops" by all who have seen it in operation. I know you will be enthusiastic about its super-fast production and trouble-free performance; but your deepest satisfaction lies ahead of you, with season after season of dependable service.

PRICE: $150.00.

Place order now. Designed, manufactured and sold by

ROXY FIBER

272 South Broadway, Peru, Ind.

L. B. (BARNEY) LAMB letters from Marianna, Fla.: "Now that all the big shows have closed and the big shots have decided how and where they will winter, some will probably want to know what the little ones are doing. I am not going to take out a circus or carnival. Spent a very nice season with F. E. Gooding, not my first nor last. He is a swell feller to be with. After closing with F. E., joined Bennie Krause with my side show. We have managed to keep the cookhouse going. Several old hands around here, but no press agent. We will winter in Florida and play some fairs. Hope to keep my troupe intact and will go north next spring."

ESSENTIAL DETAILS in the completement of any organization should never be overlooked. The way to go about this is to take each unit of the carnival, each and every ride, show and concession and study it thoroughly. See what added to or taken from it will add to its portability, artistic appearance and practicability as a money earning unit. Don't scatter all the paraphernalia over the winter-quarters lot or barn and start haphazard to condition it. Handle each unit in a workmanlike and showmanlike manner. Got to give the circus credit. When they lay a thing down it is laid in the right place and is essentially complete, then and there.

ROY SCOTT writes from Santa Ana, Calif: "On last day of season and just before big Armistice parade was to assemble, Francisco Lentini, who operates Ten-in-One with Crafts Shows, put all three legs of his to use when he noticed his big top in flames. Lentini, with the aid of several members of the side show, tried to extinguish the flames. Unable to do so, called the local fire department, which, upon arrival, soon had the fire under control, which might have caused considerable damage on account of the carnival tents being so closely grouped together. The damage resulted in about one-half the tent being destroyed and several minor articles, all covered by insurance. Side show operated balance of the day with side wall."

H. H. BOUCK tells the following as to why cookhouse operators go nuts: "A flat store stick sits down and inquires of the waiter: 'What have you to eat?' Waiter replies: 'Roast beef, pork and veal chops, steaks, ham and cabbage. Stick orders roast pork. He is served and after eating it all attempts to leave without paying. When reminded of the check, he yells: 'What do I owe you? You know I am wid it!' 'Well,' says the waiter, 'to you it will be four dimes.' 'What!' he yells again. 'Four dimes for that mess? This is the last time you will hype me.' At the counter a towner is eating. He finishes and says: 'Boy, what do I owe?' Waiter tells him it is $1. He pays and says: 'I really enjoyed this meal and it was worth it.' He tips the waiter a dime and informs him that he will be back again. This is just one instance as to why some carnival cookhouse operators go haywire. The incident is true."

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

DURING SEASON many carnival folk visit interesting places and have their pictures taken, just like other human beings on a vacation. Here follows some of those sent to the carnival desk, which were quite newsy:

PORT AUSTIN, Mich.: While with the Harry Burnett Shows, Wm. Missacar and son and Mr. and Mrs. Nick Cretelle visited Mushroom Rock near here. This rock is quite a scene, shaped like the fungus from which it is named and has trees growing on top of it.

CENTER, Tex.; Roy Valentine and Frank Ciccone on the Big State Shows were photographed behind the counter of their Pitch-til-you-win. The stand was well stocked with attractive merchandise. Both smiled for the customers.

TIMMONSVILLE, S. C.: On the Bantly Greater Shows operating crew of Harry H. Ange's Bingo were photographed in front of one of show's trucks. In party, Harold (Handsome) Beaudry, John (Whitie) Rudy, Lawrence (Tubby) Robb, Richard (Pop) Van Dusen, Richard (Frenchy) Watkins and James (Irish) Sheely.

PRINCETON, N. C.: Frank E. Dickerson, manager Greenland Exposition Shows, photographed midway showing Kiddie Autos and Big Eli Wheel packed with customers.

NEW DATE BOOK

AND CATALOG FOR 1937

CIRCUSES-CARNIVALS-REP SHOWS

ALL NEW DESIGNS — NEVER USED BEFORE

READY FOR DISTRIBUTION, JANUARY, 1937

Fill Out the Following Blank, and Mail for Your Copy

Title of Show..

Owner or Manager..

Winter Quarters Address...................................

....

Office Address..

....

—U. S.—

PRINTING & ENGRAVING CO.

KANSAS CITY, MO.

HARRY CALLANDAR tells this one: He bought a car of a prominent make in a small Missouri town. Car was driven off by a man and woman. Description given made him think he knew them. He and the car dealer who held papers on the vehicle hopped into another car and went in search. After getting to Kansas City, Callandar remembered that the couple lived in Los Angeles. To Los Angeles he and the car dealer went. Arriving after dark and without knowing the street address, they were driving in a residential section when forced to a quick stop by a car making a sharp, quick turn into a driveway. To their surprise, it was the car they wanted.

"HOT SHOT" AUSTIN, while in Mansfield, La., compiled the following "Do You Remembers?": When Bill Stroud had the Southern Exposition Shows . . . Dick O'Brian launched O'Brian's Exposition at Cairo, Ill. . . . Harry E. Crandell was right-hand man on DeKreko Bros.' Shows . . . Al C. Hansen a typewriter repair man and later on DeKrekos' . . . Joe C. Turner was an athletic showman . . . Billie C. Boswell was a concessioner on Powers & Williams Combined . . . Bill Colly had the Colly Greater Shows . . . C. D. Scott's Shows played Johnson City, Tenn., years ago . . . Bill Hopper and Billie Winters were running mates . . . Bob Strayer had a Ferris Wheel . . . L. E. Duke was manager of H. T. Freed Exposition . . . Frank M. Sutton launched Rumble Bros.' Circus . . . "Hot Shot" Austin wed the landlady of the boarding house in Hughes, Ark. . . . Frank G. Wallick and Fred Jackson put out the Great Wallick & Jackson Shows under a big top . . . Kirk Allen and Doc Freemen put All-America on the road . . . Nat Narder launched the first Majestic Exposition, in Irvin Cobb's home town, Paducah, Ky. . . . Bob Grammar and Johnnie Cannon did a black-face act . . . Great Clifton-Kelly and Washburn Weaver combined in Poplar Bluff, Mo. . . . Sam Solomon opened Sol's Liberty Shows in Metropolis, Ill. . . . Al Brown had Brown's International Show?"

WALTER B. COX contributes the following: "Con-for concessioners 'out all winter.' 'Everybody boosting.' 'On the streets.' '10,000,000 tickets sold.' 'Million-dollar pay roll.' 'First show in 25 years.' All the streets decorated and, on and on.

"Some general agents are those who sell something they do not have, to those who do not want it and after they get it, they do not know what to do with it.

"Most cookhouse general agents cannot read road maps and every show seems to have its Boosters' Club, to offer friendly, constructive criticism for the advance.

"Rivers rise and fall, but eventually reach their level. Many showmen (?) do likewise.

"Some carnival managers make a Cook's tour of their business.

"Why not do business when business is to be done?

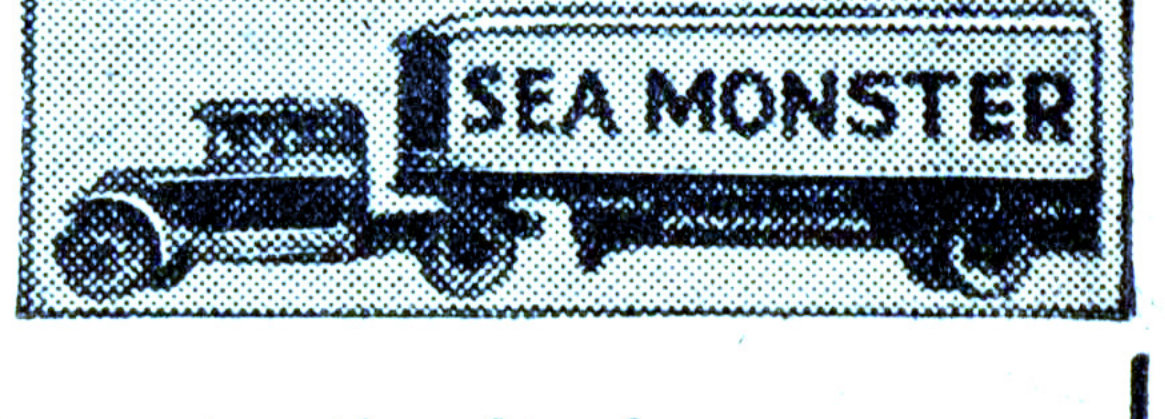
"If some small town mayors and theater managers would attend one of the annual meetings in Chicago they might change their minds regarding certain things.

"What carnival manager will lose his show when he loses his staff?"

WHALE FOR SALE

CAPTIVE WHALE

TOP MONEY GETTER

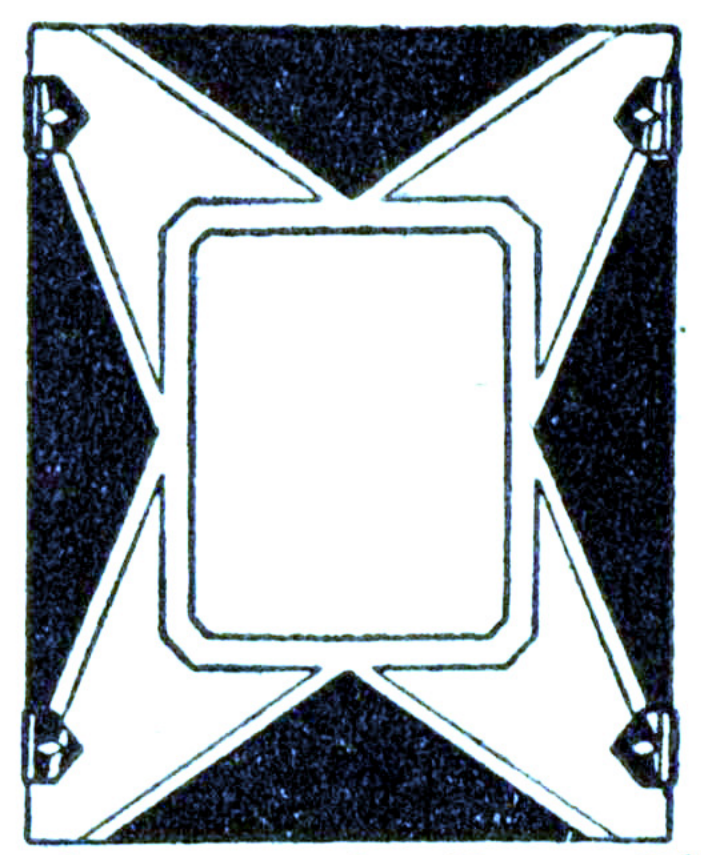


Permanent fabric construction for show purposes. No odor or upkeep expense. Whale under glass in steel tank. Spectacular walk-around show. New 80-ft. colored Banner, Public Address and many extras. Built on, carried and displayed from portable semi-trailer. Whale trailer 50 ft. long, 8 ft. wide and 10½ ft. from ground to top. Total length tractor and trailer as shown above 60 ft. Original cost, $15,000.00. Sacrifice, account other interests, for $3,500.00 cash. No deals. Some smart showman will make a fortune with this outfit. Write, wire or call **H. E. LUSHBAUGH**

109 N. Dearborn St., Chicago, Ill.

PHOTO AND CAMERA MEN!

Increase Your Profits



With "Moderne" Glass Photo Frames. 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Has died-out back, making it easy to insert picture. Back is held firmly to glass with non-tarnishable Chrome plated clips. Designs are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For $1.00 plus postage you may receive a sample set of Six Frames from stamp to 5x7 enlargement size, and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames.

Also Pocket Mirror Frames.

Mid-Way Products Co.

113 East 31st St. Kansas City, Mo.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.

Open All Year Round.

Want Freaks and Novelty Acts of merit at all times.

SCHORK & SCHAFFER.

TURN TO PAGE 133

BIGGER!!! BETTER!!!

A Show You Won't Want To Miss

24th Annual BANQUET and BALL

Showmen's League of America

To be held Wednesday Night, December 2, 1936

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS $5.00 PER PLATE

Greatest Showmen's Event of the Year

For reservations write

Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

WILL BOOK OR BUY

RIDEEO, TILT-A-WHIRL, LOOP-O-PLANE, 8-CAR WHIP,

Real Shows, Palmistry, Photo, Hoop-a-la, String Game, Darts, High Striker, Lead Gallery, Arcade (without Diggers), Devil's Alley, Bumper and the like. No Racket. Ride Foremen without cars. Free Act, Billposter with car. Band.

O. J. BACH SHOWS, Box 292, Ormond, Florida

Texas Items

HOUSTON, Nov. 21.—Mr. and Mrs. John R. Castle passed thru en route to Vancouver, B. C., "on particular business," the nature of which was not divulged. The Castles stopped over in Dallas for a short centennial visit and in San Antonio for a brief visit with their many showfolk and other friends in that city.

Jake Ruback, after closing, is seen around the usual places in San Antonio. He reports a good season.

Earl and Alice Strout, who closed with Hennies Bros., made several Texas towns en route to Chicago where they will rest up for several weeks.

William (Count) Jarvis, former carnival owner, recently entertained Elsie and Jake Brizendean in his palatial Houston home.

Alonzo, Fatima and Lyda Belle Carrejo, of the Johnny J. Jones Exposition, passed thru this week to their San Antonio home for the winter. They informed *The Billboard* representative that they were placing their attractions with Tol Teeter for an indefinite engagement.

Col. Dan MacGuggan, of Hennies Bros. staff, failed to visit his Houston friends as usual at close of season due to duties in the Shreveport quarters of this new railroad show.

Farley and Martone. new owners of the former Hennies truck shows, have made several trips in and out of Texas.

Charley Jamison, former w.-k. band director on outdoor amusement enterprises, continues the successful operation of his hotel in San Antonio.

Cliff Karnes and wife, with their baby, who were with Beckmann & Gerety Shows last stand, are now in their San Antonio home for the winter.

SAN ANTONIO Nov. 21.—Elsie Calvert (Brizendean), after closing with United Shows, paid a short visit to the centennial, Dallas, and arrived here en route to the Northwest accompanied by her husband, Jake.

Interviewed by *The Billboard* representative, Elsie informs that her past season has been one of the most successful of a long series of successes in her field of entertainment. She said, "I have retained my stage band, cast and chorus used all season and will augment them with other acts booked." Elsie and Jake's itinerary includes a visit to Seattle, stopover for the Los Angeles ball. back to Kansas City doings, then New York and foreign countries. They were recently the guests of Count William B. Jarvis, formerly of Jarvis-Seamon Shows, with whom Elsie stated she originated the '49 shows years ago.

Empire City Shows made a short stay here and will be out longer with a smaller show, it was stated.

Wm. (Bill) Gambien and son, pictorial artists, have been making several Texas cities with their line since closing with Roy Gray's Big State Shows. The Gambiens were recent visitors to the Hansen Shows and Captain Hart attractions.

H. S. Dale, who closed season in Mexia, opened his store shows in Belton following week and is now here booking people.

Dean and Evelyn Cantrell have been doing considerable visiting since close of the season. They are now riding in their new 1937 Ford V-8 and will be in New Orleans for the holidays.

T. A. McAuliffe, formerly with Beckmann & Gerety, is a successful business man. He owns and operates Playland here.

When a Midget "Fights" a Giant It Must Be News

PHILADELPHIA, Nov. 21.—When Ben the Midget, appearing here with Max Hassan's freak show, challenged Goliath the effort landed him in a man-sized clink. Years of inhibitions, the knowledge that lesser men towered above him in stature, finally broke thru the veneer of Ben's restraint. Whereupon he strutted about the show reviling the human giant and threatening the strong man with annihilation. After much huffing and puffing, Patrolman Jim Jeffries put Ben under one arm and carried him from the museum.

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Nov. 21.—The procession of visitors who stopped on the midway during the fall fair season is about over. Most of the visitors of the past week were going from Coast to Coast or came from Cleveland. Billy Richards, who brought his animals in with the Frank Buck Jungle Show last week, left Monday for the West Coast. He will return to Dallas before the exposition closes.

Ben Austin, outdoor advertising man, is back on the street. Sam Brim, director of admissions, and Frank (Doc) Sheean, assistant director of concessions of Great Lakes Exposition at Cleveland, arrived Friday and began taking everything in and seeing their friends on the grounds. They conferred with Director General Harry Olmsted and visited Cavalcade of Texas. With Murray Goldberg, Lew Dufour and J. Eddie Brown they saw Frank Buck's Jungle Show open Saturday. They planned to remain about a week.

A. H. Zychick, federal commissioner to Great Lakes Exposition arrived Saturday for a visit. Major Roy T. Grower, assistant to the general manager. and William G. Morrissey, director of participation at the New York World's Fair, arrived Monday for an extended inspection of operation methods. Frank Duffield is due in from Chicago. He will return in time for the December convention.

Olga Celeste is greeting old friends here. She brought her leopards in with the Buck Show. Back from Colorado Springs, Colo., and Phoenix, Ariz., where he played two dates with Bill Rice, Rube Curtis is playing in the Cavalcade of Texas cast. He is engaged as Santa Claus at a department store in Dallas during the Christmas season. Rube was emsee and had charge of the clowns at the centennial's free show during the summer. Danny Odom made a quick visit to Hot Springs and San Antonio.

Happy Johnson and Mrs. Johnson stopped en route from San Diego to New York. P. J. Ringen, high diver, and Mrs. Ringen passed thru from Miami on their way to Singapore. William R. Hirsch, manager; Joe Monsair, manager of concessions, and George Monsair, assistant manager of concessions of the Louisiana State Fair, came in from Shreveport for a two-day visit.

F. O. Shoemaker arrived from Cleveland to assume managership of the Chrysler exhibit, when David French left the organization last week. Gene Cooper left the Chrysler exhibit as press agent to handle promotion for Democratic Victory Jubilee Day November 23. Clyde M. Vandeburg, promotion director of the Golden Gate Exposition, flew in from San Francisco Tuesday. Vandeburg was radio director here until he left in September. Phil Little has been sick since he came to Dallas from Shreveport but is up and around now.

Roy Rupard has been victim of jokes since he became a grandfather Armistice Day. It was a son born to Mr. and Mrs. Don Rupard.

Hutchens' Museum

WARSAW, N. C., Nov. 21.—Hutchens' Modern Museum closed its 31-week season, which began at Hartsville, S. C., in April, here, the best stand of the season, after covering 7,000 miles in seven States. Out of the 31 stands during the season only two were bad, and one was because of poor weather. Hutchens' opened with Endy Bros.' Shows, but later in the season joined Kaus United Shows for three weeks.

After closing, Mr. and Mrs. Hutchens went to Memphis for a visit with their daughter and her family, Mr. and Mrs. J. H. Evans. After this they will go to Cassville, Mo., and Hot Springs, Ark., later winding up in Florida, where they will remain until the spring opening. Mr. and Mrs. Odi went to Providence; Mr. and Mrs. Leopold Williams to New York; Mrs. Bertha Zimmerman to Trevorton, Pa.; W. N. Montgomery to Tampa, Fla.; Cleo Russell to Joplin, Mo.; John (Red) Bolin of St. Louis; Chief Congo to Belle Glade, Fla. "Happy Sam," fat man, will be with the Beauty Rest Mattress Company. sleeping in display windows. Esther Lester and show manager went to York, Pa.; Jimmy Jagers to Norfolk, Va.

John Tipton has been contracted for next season, Hutchens announced.

L. J. Heth Shows

Houston, Miss. Week ended November 7. Auspices, American Legion Fair. Weather, cold and rain. Business, bad.

Account of cold, rainy weather Heth Shows closed a 36-week season here and made a home-run move to winter quarters, North Birmingham, Ala. Heth bought several thousand feet of lumber at Bruce, Miss., and had it shipped by winter quarters, where three show fronts, Motordrome and 16 wagons will be built this winter. As contemplated now, Heth Shows will be on rail next season with many new innovations in the general makeup. The shows had a prosperous season, traveled 7 States, played 14 fairs and 4 Sunday dates. Seven weeks were losers, all others were money spots. Blackie and Mrs. Bushong will spend a few weeks at their home in Galveston, Tex., then return to winter quarters, where Blackie will build a new and larger cookhouse for next season. Mr. and Mrs. L. J. Heth went to Dallas Exposition, where they will be joined by Mr. and Mrs. T. J. Tidwell, of Tidwell Shows. After a few days' visit in the Lone Star State the party will return to the Heth home in Birmingham, where the Tidwells will be visitors until after the holidays. Homer Kilbourne and missus went to Florida, where Homer is contemplating buying a tourist camp. Henry Heth to New Orleans, Jack Johnson ditto, Charles (Bingo) and Louise Miller to their new home (bought with bingo money) in Vero Beach, Fla., where they will remain until about March 1. Charles will then return to Birmingham, where he intends to build a new corn game for the new show next season. Jimmie Sparks will try it a while with winter shows with his Erie diggers. Tony Romelli and the missus to New Orleans, where he will make headquarters while the wrestling season is on. Clyde Barick back to Los Angeles for the winter. Several working men will remain in winter quarters, while others have scattered hither and yon. Prof. George Harris and his Minstrels joined Zimdar's Shows for a few more dates, then back to San Antonio. I. W. Reynolds will augment his illusion with a jungleland show next season. Writer will spend the winter in Eau Claire, Wis., and John Hood at St. Petersburg, Fla.

AL KUNZ JR.

Western States Shows

Brady, Tex. Week ended November 14. Auspices, American Legion sponsoring Free School Fair, Chamber of Commerce, sponsoring Turkey Show. Location. Cotton lot, two blocks from Court House. Weather, bad first three days, good last three days. Business, poor.

"One of them things." Good committee headed by M. J. Bennefield, manager, Chamber of Commerce, and J. B. Rowe, past commander of Legion, did everything in their power to make date a success. They were assisted by every

(See WESTERN STATES on page 93)

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show ....

Owner or Manager ....

Winter Quarters Address ....

....

Office Address ....

....

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, Nov. 21.—Quite a few of the boys away at the Toronto meeting, but activities at the League still on the hum. New faces arriving daily. From all reports received the December meeting will be one of the best attended in years.

Mike Rosen and Nate Neuburger are back for the winter. Mike says it has been okeh. Brother Frank R. Conklin was in town for a few days and departed for Toronto. Past President Sam J. Levy off for Toronto. Vice-President J. C. McCaffery called out of town on business. Rube Liebman writes that he will be with us for the big doings on the 28th.

Membership drive still going strong and the total has reached 306 with every prospect of hitting the 350 mark.

Returns in the Cemetery Drive Fund coming in nicely. Rubin & Cherry and Dodson's Shows heading this week's returns with $275 and $339.05 respectively. Other returns are from Fred Reckless, Floyd E. Gooding, J. W. Conklin, George H. Fowler, J. N. Kenyon, Charles Tuman, Tommy Thomas, Nate Miller, George Whyte, World of Mirth Shows, Harry J. Talley, Irving J. Polack, H. W. Pollack, F. Smarka, Bruce Chase, Vic Horwitz, John Quinn, S. T. Jessop, Harry Lewiston, Louis Schlossburg, J. C. Simpson and Homer Davis.

Remember the activities for the big week are Saturday, November 28, big testimonial party; Sunday, November 29, annual memorial service; Monday, November 30, annual meeting and election of officers; Wednesday, December 2, 24th annual banquet and ball; Thursday, December 3, installation of officers and open house for members and friends.

New applications received during the week are from Nate Neiburger, Frank Minor and Jack Schaller.

Remember, showmen, if you are in town during the convention there is a welcome awaiting you at the league rooms. Be sure to come in for a visit.

Miller Bros. in the Barn; Showfolk Go All Directions

GREENVILLE, S. C., Nov. 21.—Manager John T. Tinsley and General Agent Robert Hallock tried to keep this show out all winter. Sudden change of weather, with rain, extremely cold nights and bad business, brought the tour to a sudden close in Toccoa, Ga., last Saturday night.

Show played 37 weeks in Alabama, Tennessee, Kentucky, Indiana, Illinois, Georgia and North and South Carolina.

Herbert Tisdale remained on the lot until everything was down and loaded by Shorty Vanburg, trainmaster, and shipped to winter quarters here.

Ned Young's Plantation Melodies played *Home, Sweet Home*, which brought tears to the eyes of many of the showfolk. All hated to see the season close. Plenty of handshakes, goodbyes and good wishes extended by members to each other, and all hoping to meet again in 1937.

Showfolk departures: George Bartow will open a traveling museum titled Universal Mystery Museum, which will open in Asheville, N. C. R. F. McLendon will be general agent, Harold Hard's sound truck will be used for publicity and banner man. Mimi Garneau, Prof. Shapiro, Fred Garneau are booked for this Museum, with Bobby Kork's Unknown Sex Family in the annex. Attractions will be on elevated platforms. A tour of the principal cities in the Southeast is planned.

Nadja, fan dancer, will open her own revue in night clubs in Philadelphia with a chorus including Dixie Lee, Kitty Gordon, Cora Holdfeld, Bobbie Stebbins, Jay Darling and Greta Ford.

Sailor Regan, Kay Wyble, Thelma Regan and Stella Haywood will work night clubs in Miami, Fla.

Eric B. Hyde booked his several rides and concessions at independent fair dates contracted by Thos. P. Littlejohn.

Ned Young will return as chef in Oxford University, Oxford, O.

Eddie Shaboo and Pat Kelly will fill dates in Athletic Arena in South.

Fred and Evelyn Miller will open their traveling Museum in Monroe, La., with Sealetta and Major Fox.

Bud (Curley) Wilson made the longest trip home, going to Los Angeles, Calif.

Bert and La Veda Martin, Fred and Charles Singleton went to Louisville, Ky.

Coral Whitlock went to Rockingham, N. C.; Chester Hall to Prestinburg, Ky.; Vincent Sheppard and Don Black to Greenville, S. C.; Mr. and Mrs. Joseph Kinlow to Charlotte, N. C.

Mrs. Francis Wolf will winter in Cannon, Ga.; Nick Patrinos, Frankie Farrell at Birmingham, Ala.

Lois Hinsley will supervise managing some hotels in Greenville, S. C.

E. E. Jefferson returns as house officer in a hotel, Miami Beach, Fla.

Benny Wolf will present his concessions and corn game at a pier, Miami, Fla.

Mr. and Mrs. Lester (Alice) Robinson will winter Kinston, N. C.

Herbert Tisdale will winter in Florida. Reported by Bobby Kork for the shows.

Poole & Brewer Shows

Houston, Tex. Week ended November 14. Location, Lamar at Live Oak street. Weather, warm. Business, good.

Under the management of Ray Brewer this show is playing in Houston to a very nice business. Show has at present 25 concessions, two rides and two shows. Harlem Minstrels, under management of Curly Cook, has a six-piece band with 14 performers. Captain Hart has the Wild Animal Show. Kiddie Auto Ride and Mix-Up comprise rides. Following is roster: Bert Brown, cookhouse; Tobe McFarland, two concessions; English, two; Neil Hampton; two; Mr. and Mrs. Whipple, two; Ray Brewer, 10; Mrs. Mary Turner, two; Mathis, pop corn; Ruth Gann, penny pitch, and Allens, corn game. Writer will join F. W. Miller's Traveling Museum as banner man.

WILLIAM SYLVIN.

Doc Shugart Shows

Holland, Tex., Fair. Week ended November 7. Weather, bad. Business, Saturday only.

Smith, formerly with Hennies Bros., joined with his Color Pan concession and did well one day. Ted Custer wishes to know if Joe Rosen, of Bird Stores fame, remembers trip with J. A. McCart Shows thru Iowa. George Proctor advises that his Monkey Farm was unable to join on account of some dates still to be played in Oklahoma. Show is heading for South Texas for winter. Cowboy Kilgore has miniature train and concessions. Hazel Cook opened ball game; has everything new. Doc King has added a reptile pit to Circus Side Show. Douglas, of Mickey Mouse Show, left for the valley. Many visits at Holland from the Valley Shows. Among them: Harvey Long, Frank Ditzens, wife and Jim Bryant. Show has had varying weather the last four weeks.

MAYBELLE CUSTER.

CINCINNATI, Nov. 21.—J. Dorsey, of the Midwest Shows, reports from Louisville, Ky., of serious injuries to T. D. (Dude) Goad, formerly of the same shows. According to Dorsey, Goad was shot and injured near his heart in a night club outside of Bedford, Ind., recently. He reports that the affray is said to have happened over a slot-machine argument, and that Goad is now in the Methodist Hospital, Indianapolis. Goad was a concession operator on various shows, according to Dorsey's information.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 21.—Inasmuch as this column will be the last one prior to the third annual convention of our association in Chicago, we take pleasure in extending a cordial invitation to all owners, managers, executives and all others interested in the carnival industry and in our association to attend the sessions of our annual meeting to be held on Monday thru Wednesday, November 30 to December 2, at Room 114, Hotel Sherman, Chicago.

The sessions will be held as follows: Monday, 11 p.m.; Tuesday, 2 p.m. and 11 p.m., and Wednesday, 2 p.m.

Elsewhere in this issue will be found the complete program for the convention.

A review of the association's activities for the past year as well as the formulation of a program for the coming year will feature the meeting. It is also anticipated that considerable time will be devoted to the adoption of a new set of by-laws, and the discussion of transportation problems for both railroad and motorized shows.

As in past years, the meetings of our association will be held in conjunction with the annual meetings of the Showmen's League of America, the International Association of Fairs and Expositions, and the National Association of Amusement Parks, Pools and Beaches.

Invitation From NAAPPB

We desire to acknowledge receiving an invitation from Secretary A. R. Hodge, of the NAAPPB, extending the courtesies of his organization to our members, and requesting that they visit the Annual Trade Show which will be held in connection with the annual meeting of his organization at Hotel Sherman from November 30 to December 4 inclusive.

Mr. Hodge suggests that upon application at the registration desk, admission cards good for the entire duration of the show will be issued to any and all of our members.

The secretary of the NAAPPB further suggests that this year's show will be the biggest and best trade show his organization has had for many years, and that inasmuch as it will contain much of the latest and best devices, equipment, merchandise and supplies, he trusts that our members will avail themselves of the opportunity to visit the show frequently.

Big Attendance Indicated

Letters continue to arrive at the ACA office advising that the writers will be in attendance at the meetings of the association. On every hand there is expressed great enthusiasm, and we feel at this time that we shall be favored with the largest attendance the association has ever been privileged to have.

We plan to arrive in Chicago November 28 and shall be available thenceforth; however, we should appreciate it very much if members desiring to confer about specific problems would contact us as early after arrival as convenient.

It is with pleasure that we look forward toward seeing all of you at the third annual meeting in Chicago next week.

Zimdars Shows

Greenville, Miss. Week ended November 14. BPOE Agriculture Fair. Location, business district. Weather, cold. Business, good.

Committee was a live bunch of boosters and there was success from its efforts. Played day and date with Cole-Beatty Circus. It was a big day for both shows. Charles Raymond and George Harris, with their Minstrels, played here with success. Ed Nugent, with his stone man and his two four-legged twins, also played this date with shows. Concessions galore came in for this spot; reminded of good old days under Elks with success everywhere. Zimdar has decided close show for winter and go to quarters. In appreciation of Zimdar's placing them in paying territory showfolk presented him with a Gladstone bag.

CHARLES SEIP.

LAKE CHARLES, La., Nov. 21.—Great World Shows made a fine success of its final week stand, then packed up here for the winter. S. B. Doyle, known here, and Cliff Iles, of the show, completely recovered from his illness, will also winter in this city. Final week had break of cool, dry weather, and 7 rides, 10 shows and concessions all did well.

THERE ARE "SCORES" of REASONS *Why* YOU SHOULD BE A MEMBER OF

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165 W. Madison St., Chicago

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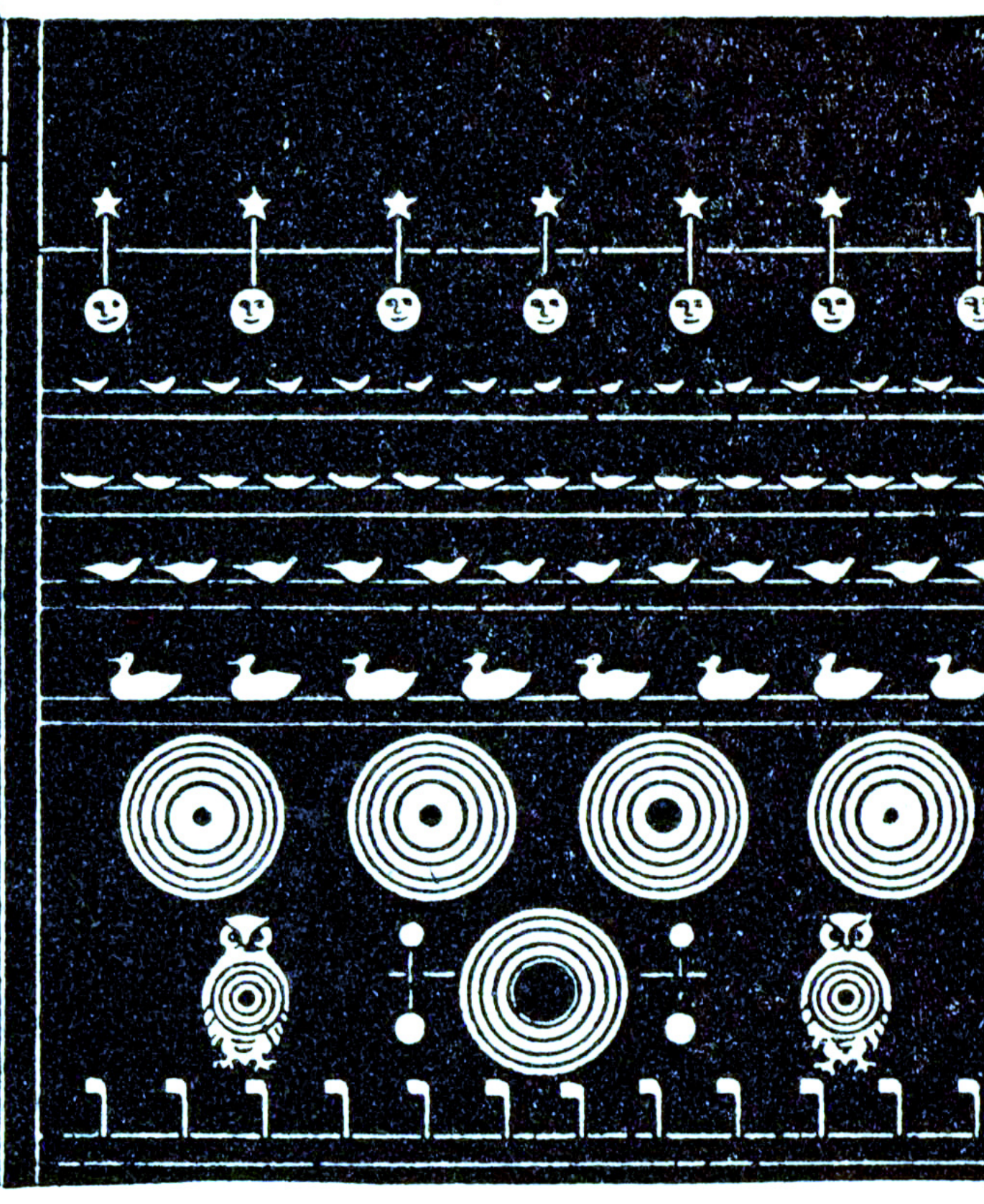

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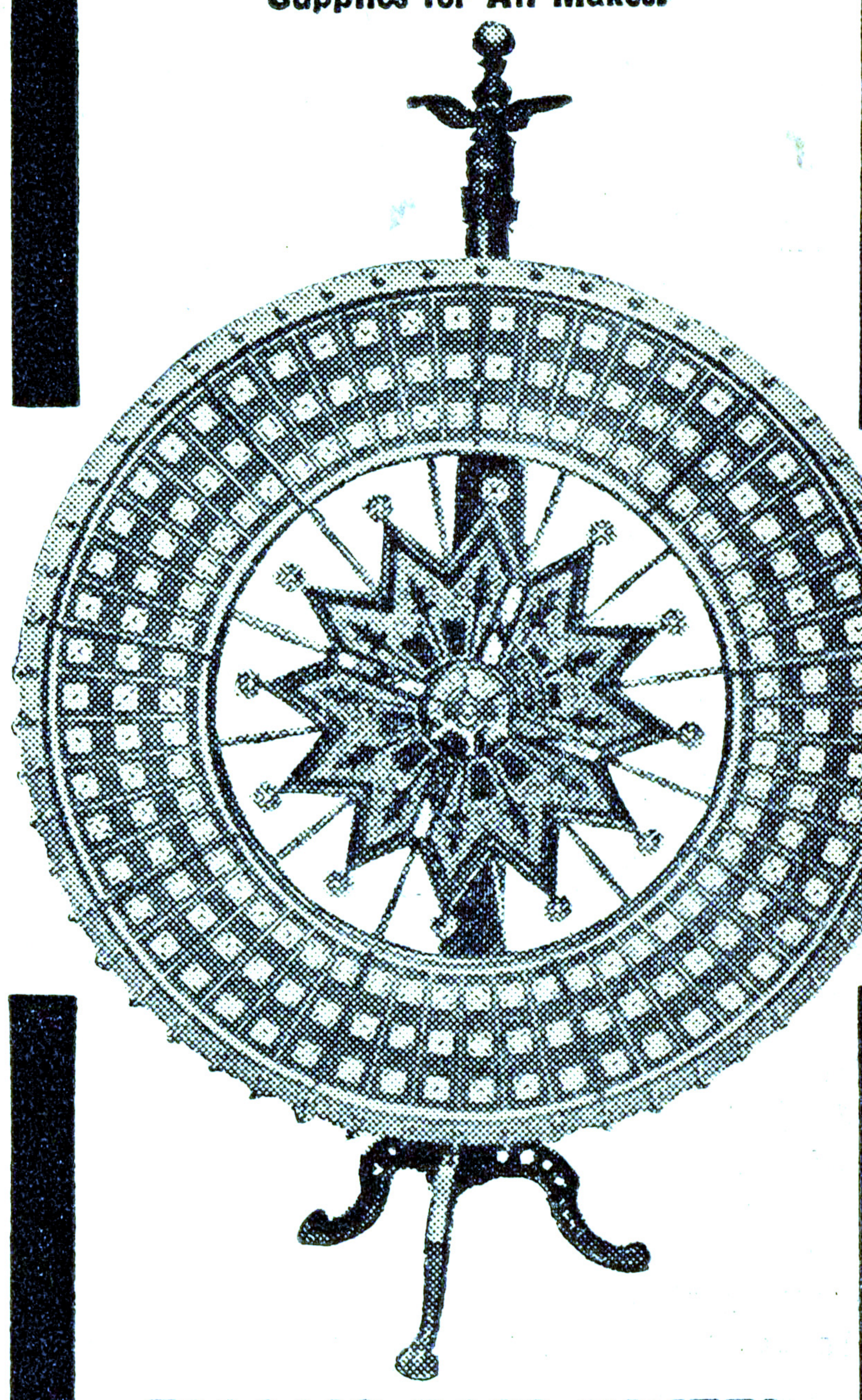

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PLEASE TURN TO PAGE 69

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Exploiting and Producing Circuses

By Bob Morton

JUST 20 years ago when I organized the first circus under auspices there were many seasoned owners of large one-day circuses who laughed at the idea. They all agreed that it could not be done successfully and that such a show under canvas or indoors could not continue with consecutive bookings and make a go of it. It has taken 20 years to convince the skeptical circus owners that it really can be done and the important feature that brought about this success was twofold; first, exploiting the circus properly, and second, producing and directing the circus properly.

Bob Morton

What does exploiting a circus really mean? It means educating the public to the fact that a show is to visit their city that carries with it the very same principle, material, caliber and animal features and attractions that are carried with any of the circuses that play one-day stands under tents, regardless of how small or how large that circus may be.

How should this education be given? By using original and high-class methods that are in keeping with the caliber of the performance. Methods that are used in one city may not be successful in another, and the reason there have been many failures with week-stand circuses under auspices was that the men in charge of exploitation were lax in their methods and ideas and merely followed the methods used by some successful promoter in some other city where the show had been a success, using someone else's method of ticket sales and many other means of ticket distribution and advertising. What holds good for one city may not hold good for another and if proper methods are not used to fit in with the particular community in which that promoter is operating the circus engagement will result in a dismal failure.

The American public in a majority of cities is still ignorant of the fact that real professional circus stars and many sensational animal features and real clowns are used with the week-stand show and that the week-stand circus business, especially the indoor circus, is still in its infancy.

Titles and Billing

If proper methods are used by promoters in exploiting a circus in any city that show must be a success and will result in at least paying for cost of the show, salaries and local expenses. I have proved this, and in many large cities in the United States and Canada the name of my circus has become a by-word among people of cities where I have shown. I have proved this by figures showing an increase from year to year of from 20 to 50 per cent. I have also proved this by the organizations which have sponsored my shows and have repeated engagements for as many as 10 consecutive years. I have also broken attendance records for week-stand shows and in a city of 700,000 population I have a financial record showing more than 100,000 actual paid admissions.

The first thing that was important was to establish a name and build that name, not only for that one year, but to continue building that name over a period of years in that city, thereby establishing a title in the same manner in which titles became famous, such as Ringling Bros.-Barnum & Bailey, Hagenbeck-Wallace, Sells-Floto, Sparks, Downie Bros. and others. For example, one cannot bill a circus by just calling it a Shrine Circus or an Elks' Circus or a Moose Circus and expect people to know that that kind of a circus carries the same type of attractions as are carried by circuses that have nationally known titles. If, of instance, Rameses Shrine Temple contracts for a circus, it should be billed as follows: "Rameses Temple presents—" and then use the title and, following this, use in very few words the same billing as used by the one-day big circuses. I have found this to be the successful method and, therefore, my 20 years of experience should be a guiding star to those using my particular kind of shows.

Results the first year should never be discouraging, but if you continue to build upon that title and repeat in that same city over a period of years you are bound to meet with success. You will soon establish a title that will have a value, the same as the famous titles are important to circus-going people today. Certainly those who have had any experience in the circus field can readily understand this.

Circus Knowledge Imperative

As to production of circuses, there are many promoters who seem to think that all one has to do is engage a lot of circus performers and animals, rent a building and call it a circus. Sometimes I cannot blame the many circus owners who tried to get the NRA when it was organized to require a code eliminating the word "circus" from all shows that were not operating under a nationally known title. It was cheap-time promoters who almost ruined indoor circuses and cheap booking offices that called everything with a clown or acrobat attached to it and showed in a building an "indoor circus." We have had the same trouble as outdoor circuses had years ago with grafters, short-change racketeers and gamblers who followed them. They almost ruined circuses until men like Ringling, Charles Sparks and a few others forced the small shows to give up such rackets. Therefore we must get rid of cheap promoters and the class of men who have nothing to do in the late fall and winter except scheme and find some auspices and paint beautiful pictures, showing what is possible with "indoor circuses" and try to cash in on the reputation of someone who has made a name, built a title and produced a real circus. Many such so-called promoters have landed in jail and many performers have been made to suffer when they were not paid for their services.

BOB MORTON, pioneer in the presentation of indoor circuses under auspices of civic and fraternal organizations, has had a long and varied experience in this field. His productions have been staged in nearly all States in the Union and in several Canadian provinces, and the personnels piloted by him have included some of the best known promoters, press agents, billers, circus artists, department heads and mechanical experts.

This year he is celebrating his 20th anniversary in circus business. He was born on June 1, 1894. When 22 years of age he had his first trouping experience with Gentry Bros.' Dog and Pony Show. One of his most recent presentations was last month's Shriners' Charity Circus in Toronto under auspices of Rameses Temple.

To produce a proper show one must balance that performance and have a combination of animal features and attractions that will do credit to the circus business in general. A man producing a circus must know circus acts and understand circus business and must make a complete study of this business in the same manner as those who have studied and become leaders among circus men.

If a contract is signed the man assigned to advance exploitation should be of the type that carries such refinement and intellect as will instill confidence in the auspices sponsoring the show. He must give at least six weeks of his time prior to production of the circus and spend many hours organizing his own committees and organizing subcommittees and creating a lot of interest among every civic organization in the city. He must have years of experience in circus business and understand both exploiting and producing of the circus.

Profits for Sponsors

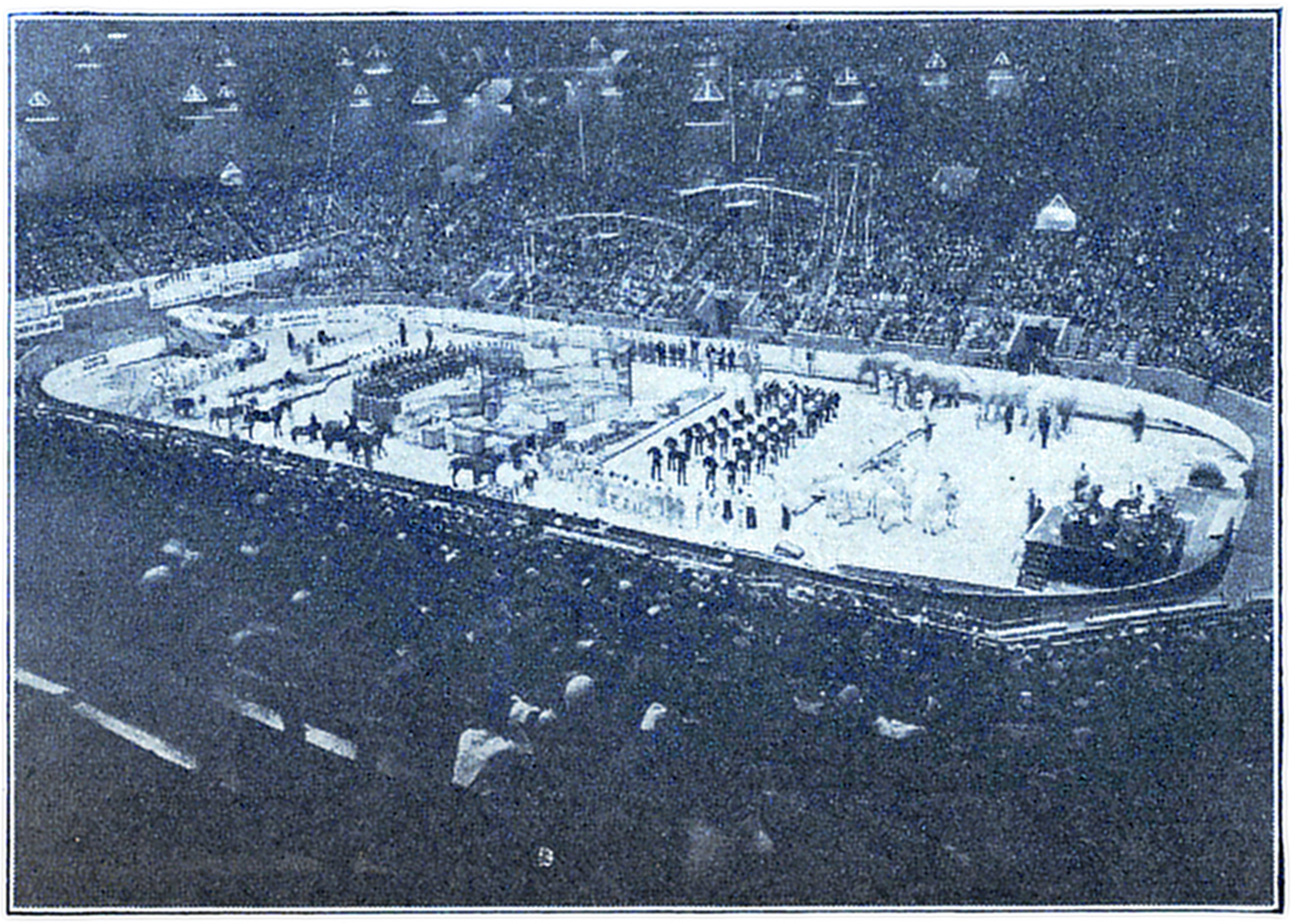
If his knowledge is limited only to exploiting he never can do justice to the work, because the success of circuses under auspices depends upon the man's ability in advance of the show. He must have full knowledge of both exploiting and producing. He must assemble a good many animal features and circus performers that are known not only to members of fraternal organizations but to citizens of the community in which the show is to be held. In other words, it is on the same principle as any road show or feature moving picture, and the more popular the star in a big show or a moving picture the greater drawing power at the gate. It is surprising how many millions of circus-loving people there are who remember circus names, just as they remember certain names in other amusements. The man in charge of the advance should be a fairly good orator, command a good personality and spend his time making personal appearances before civic bodies, churches and schools weeks in advance and selling the circus to the public.

The cost of producing a circus is a very important factor and has a great deal to do with financial success. One cannot produce a circus that would cost $3,000 for a week in a city with a population of 500,000 or more, nor can one take a show with a cost of $10,000 and meet financial success in a city with a population of 5,000. When you fix a budget that you think equitable, especially the first year, in a particular city and you meet with fair success, do not decrease the budget or even spend the same amount the following year. Strengthen the show, increase features and bring in bigger and better known stars and you will find that the income will sufficiently warrant the increase in the cost of the show. These are all important in bringing a show to a successful conclusion, because if no money is made for the sponsoring organization to be worth its efforts it will give very little co-operation on a return engagement and the membership will refuse to support it. And without proper support of the organization that sponsors a show it cannot be a success, because it is the same as making knockers of former boosters and instead of building good will the foundation has been broken.

Living Up to Advertising

One of the grave mistakes made by many who have little knowledge of the circus is that they try to put on a three-ring circus with a number of performers that could not do justice to a one-ringer. If you have a three-ring circus and advertise it as such, be sure to have a three-ring circus and do not put on a show without having enough features to occupy the three rings during the greater part of the show. It is much better to have a well-balanced one-ring circus, do justice to the show and leave an everlasting impression with the public than it is to give a poor three-ring circus. I find some of the small one-day-stand circuses do the same thing, advertise a three-ring circus and when patrons walk into the tent they really see three rings but that is all they do see, just three rings. Small circuses using such methods find it very difficult to return to the same territory the following year and show an increase or as much as they did in the previous engagement. This also applies to indoor circuses under auspices.

Circus day is an international institution and presents the only form of flesh entertainment playing small rural towns. This type of entertainment has been enjoyed by our ancestors. Kings have been made to laugh by jesters, better known as clowns. Circus day will never lose its appeal as an entertainment to every member of the family. As long as children are born circuses will never die. Even with the speed by which we will travel and with so many new thrilling devices for youngsters of this day, the circus will never die and will always meet with approval of and good response from the public. A holiday is declared



VIEW showing how crowds are drawn by the better type of indoor circus under auspices.

(See EXPLOITING on opposite page)

Plan Big Midway For Sun Carnival

EL PASO, Tex., Nov. 21.—Committee arranging many events in connection with the second annual Southwest Sun Carnival to be held here for seven days and nights report 100 per cent co-operation to help make this year's show even more outstanding than last year's, said Verne Newcombe, general manager of Sun Carnival Division of the annual celebration. Last year 100,000 attended and it is hoped to double that as four days have been added to the show.

One of the major features will be built around the Southwest Conference championship football game. For two months the U. S. S. Sun Carnival, a huge float depicting a battleship, has been touring the Southwest, accompanied by speakers telling about the conference football game, bull fights, coronation ball and queen contest.

The giant midway will have latest riding devices, shows and concessions on downtown streets of El Paso and probably will be the largest ever seen on the border, said Manager Newcombe. Last year total expenditure was $26,000, mostly for billboard, radio and newspaper advertising, football game and the parade that is becoming famous in the territory. Floats from all sections were entered and thousands of dollars were awarded as premiums.

Shows and Acts Are Used By Roberts on '36 Circuit

WILMINGTON, N. C., Nov. 21.—Jack C. Roberts Fair and Exposition Company played a bloomer here at an American Legion Fair, put on to recoup alleged losses at the recent county fair backed by the Legion Post. The Roberts company, reports Paul Waddill, will ship its portable 60 by 200-foot building into Florida for five fairs and three promotions, after having played Wendell, N. C., Clayton, N. C., Sanford, N. C., Carthage, N. C., Jacksonville, N. C., Marion, S. C., Laurinburg, N. C., and Wadesboro, N. C. All the route were money-making fairs, even with two days' rain in each fair, except in Wilmington, where Kaus Greater Shows were on the midway with 12 rides, 16 paid attractions and 30 concessions. Roberts company presented free acts. Gate was 10 and 25 cents.

In the portable building 46 booths are carried, as well as nine auto booths, and the structure is beautifully decorated. A new lighting system is being installed and a cooling system will be installed for summer.

Bantly Shows played five fairs for the Roberts circuit and Bolt's Dixie Model Shows played five fairs, but plan next year is to only play one show for the entire circuit. Free acts included Si Stone and Ebner, educated mule; Flying Sullivans, Mike and Mae Levine, Hollis Troupe, Aerial Cowdens, Kelley and White, and Al Smith's dog and pig act. Roberts company will again play the Shrine date in Oxford, N. C.; Strawberry Festival in Wallace and two other celebrations in the spring.

Elks' Circus Attracts 'Em in Middletown, N. Y.

MIDDLETOWN, N. Y., Nov. 21.—Charity Circus, under Elks' sponsorship, which opened here Monday night, drew large crowds, said Stan Reed, promoter. Feature acts in the six-day event included DeMarlo and Marlette, Ora and Company, Harry LaPearl and his clowns, Minevia; Captain William Schultz and his animal show, assisted by Marino Knowlton, and Marks and Rogers. Sam Wagner had the side show.

Mike Guy's Band furnished music, while Tex Allen, with a congress of cowboys and cowgirls, offered a concert presentation. Merchants' exhibits and a public wedding Wednesday and Friday nights were other features.

Louisville, O., Show Clicks

CANTON, O., Nov. 21.—Two-day food show, under I. G. A. store sponsorship, in Louisville, O., near here, on November 11-12 proved highly successful. Event, in the Knights of Columbus Hall, featured a 40-minute program of dance music and vaudeville nightly. Acts included Eddie Stark and his novelty band, George Young, Al Cross, Rhythmettes Trio, and Ginger Michael. "Honey" Bauman emseed and promoted the celebration.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Corn Day in Carmi Offers Acts, Parade

CARMI, Ill., Nov. 21.—Aided by good weather, this city's annual Corn Day, on November 7, was one of the most successful in history of the event, according to officials of Carmi Kiwanis Club, sponsor.

Featured acts included A. E. Selden, "stratosphere man"; Marion Lytle, chute jumper; Crazy Ford and Happy and Van, clowns. All exhibits were limited to exclusive White County products. Celebration marked inauguration of Carmi's new White Way lighting system, with Mayor K. P. Staiger pressing the switch.

Other features included queen contest, won by Alma Nibbling; boys' and girls' bicycle races and domestic contests. A huge parade with many colorful floats depicting various nations was the major night attraction.

La. Post Sponsors Shows

LAKE CHARLES, La., Nov. 21.—Gold Medal Shows moved in for a six-day stand starting November 16 to keep up a parade of carnivals and sponsored events for the season equal to any seen here in history of Lake Charles. Good weather and early fine crowds greeted the latest show with 12 shows, 8 rides and numerous concessions. Show was sponsored by Lake Charles Post, American Legion, a group that has found sponsorships rather profitable to its treasury. Merchants co-operated with offers of free tickets to rides. Gate was free, with free acts and concerts.

Circus Unit Furnishes Acts

RAVENNA, O., Nov. 21.—Sponsored by local American Legion Drum and Bugle Corps, a society circus will be held in the O. N. G. Armory here soon, said Granville Ogden, general chairman. Acts for the performance will be furnished by Jack (Red) Malloy circus unit and will include All-American Flyer; Jack and Ruth, Roman rings; Tinker Toy and pals, dog and pony act; Nancy Darnell, flying trapeze; the Arensons, wire act and juggling.

Shorts

E. J. CASEY Shows, with 25 concessions and two shows, Valjean, magician, and Art Weils, man with feet of steel, furnished midway attractions at the recent Winnepeg (Man.) Kinsmen Club's annual Kid Karnival.

RESULTS of the Turkey Trot Fair in Cuero, Tex., were satisfactory, officials said. J. George Loos' Greater United Shows were on the midway.

H. M. HIRSCH, production manager of National Children's Exhibition, Inc., Cleveland, has had a few visitors of note in the last few days, including Sam Stratton, story man Ringling-Barnum Circus; George Tipton, Al G. Barnes Circus; Orrin Davenport, Riding Davenports; R. A. Jolly, owner Seccaium Park, Bucyrus, O.; C. A. Klein, Klein's Attractions, and H. Suhren, Sandusky Amusement Company.

A CARNIVAL, first of its kind in New England, under the joint sponsorship of Protestant and Catholic churches, was held in Barre, Mass., recently and netted profit of $1,200. As there were four churches to share in proceeds, each will receive $300. Committee in charge introduced a novelty in arrangement of booths. There were 12, each booth representing a month of the year. A vaudeville program, under the direction of William E. Weeks, went over big.

HELP This Department by Telling Committees About It.

A Natural

CINCINNATI, Nov. 21.—Verne Newcombe, widely known promoter of special events, now working on doings in Tucumcari, N. M., and El Paso (Tex.) Sun Carnival, apparently has no need to worry about an heir and successor to his activities. He writes the editor: "Claude, I have been very selfish in not keeping you posted on the BIGGEST SHOW ON EARTH, the arrival 14 months ago on September 25 of James O'Connell Newcombe. I am very proud of his nibs. He's a cinch to be with it, for he had roll tickets strung all over the house the other day and he also likes road maps."

Armistice Cele Is Good Draw at Cambridge, Md.

CAMBRIDGE, Md., Nov. 21.—About 50,000 attended an American Legion-sponsored Armistice Celebration here on November 10 and 11, on the fairgrounds, said Jack Nelson. Frankie Daily's Orchestra holding forth at the Armory for dancers drew large crowds both nights. Free acts were also well received, while all concessioners reported good business.

An added feature was the Armistice parade in which every town in the peninsula was represented by elaborate floats, fire companies and drill teams of Legion posts.

Will Repeat Danville Show

DANVILLE, Ky., Nov. 21.—Moreen Troupe, Darnello Trio and Hartley Duo appeared nightly at the National Home Show here on November 9-14, sponsored by *The Kentucky Advocate*. Satisfaction was expressed by 35 merchants who had booths, said Advertising Manager H. A. Richardson of *The Advocate*. Federal Housing Administration, which co-operated, took preliminary applications for $171,000 for new construction and remodeling here. Another show will be held here in 1937. Kentucky Exposition Company, under direction of Edwin N. Williams, produced the event and furnished booths and decorations.

EXPLOITING——

(Continued from opposite page)

in many cities for one day of the week in which we are showing. Aerial performers are more thrilling today than ever and hair-raising feats in mid-air without the aid of a net are becoming more plentiful. Girls of the circus are restricted to a great degree and their good behavior has greatly impressed fraternal organizations that have given us such wonderful recommendations after the show leaves.

I look forward to the day when circuses will be given for at least one week in every city in North America that has a population of more than 200,000. I am happy to hear that some owners of the biggest circuses in America who have condemned our methods of operation and would not furnish many of their features for indoor circuses showing under auspices have had a change of heart and are now willing and glad to have the opportunity of sending their animals and their entertainers to responsible organizations.

FIFTEEN YEARS AGO——

(Continued from page 49)

of several years ago. Gumpertz will leave for an extended tour of Continental Europe, going via the Mediterranean, and will accompany Messrs. Hagenbeck back to America some time in February to make preparations for the opening of this African Jungle at Coney Island.

Charles A. Pheeney closed the season October 20 with the Al G. Barnes Circus and returned to his home in Denver. Said the show didn't blow a date during its 37 weeks. . . . Walter L. Main announced that he had leased to Andrew Downie, who had operated the Main Circus for the last four years, the Walter L. Main title for the season of 1922 with the privilege of 1923. . . . Billy Exton, with Sells-Floto Circus, sent a souvenir postal from "wet" Mexico. . . . Mick McMahon, veteran circus man, died in New Zealand.

Captain Ricardo, animal trainer, and wife, with the Al G. Barnes Circus, left Los Angeles for Denver to break acts for the Sells-Floto Circus. . . . William Palmerle died of heart failure in Denver. He was for many years connected with the Sells-Floto Circus. . . . Fred Goodsell, former Ringling Bros.' Circus press agent, has obtained some record publicity for Hugh Dierker's photoplay, *When Dawn Came*. . . . Charles Siegrist leased the Meyers Lake Park Theater in Canton, O., and installed his equipment. . . . A marriage license was issued November 4 to Marin Sais, film actress, and Jack Hart Hoxie, Western star, at Santa Ana, Calif.

WESTERN STATES——

(Continued from page 90)

county and city official and all business men, but it was a bloomer. The most disconsolate soul on the lot was Jim Schneck, because he wanted those folks who needed it to get a few extra dollars the last week of the season. Show shipped to winter quarters at the end of this engagement.

Many visitors, Pop Allen and family and Jack Graves and wife among them. A pleasant reunion when Hank and Teddy McAllister, their daughter, Gloria, aged 12, and Jimmie and Alma Luigi and their son, Jimmie, Jr., aged 11, visited General Agent Schneck. Both couples married and both children born on Schneck & Poole Shows. Jim had not seen the children since they were babies. Buddy Thornton, who has been assisting his brother, Olan, in handling show interests at the Fort Worth Centennial this summer, accompanied the party.

The N. H. O. (Never Hold Out) Club, comprised of the ladies of the show, headed by Mrs. Rose Marie Ruback and Mrs. Ben Hyman, after trying quilting, card playing, swimming and other endeavors, have started to make Christmas handkerchiefs.

After 11 years in a little office, Jack Ruback bought a new one. Good winter home for Bill Tank, who as usual will be in charge of winter quarters at San Antonio.

To various homes in Texas: Mr. and Mrs. Ruback, Mr. and Mrs. Hyman, Mr. and Mrs. McCurdy, Mr. and Mrs. Murphy, Mr. and Mrs. Larry Woods, Mr. and Mrs. Billy Williams and family, Mr. and Mrs. Sam Corsay, Mr. and Mrs. William Dugan, Mr. and Mrs. Whitey Reed, Mr. and Mrs. Tiny Kitterman, San Antonio. The Prybil Bros., who put on free act, to their home in Denver. Rex Bergoon and wife to visit relatives in San Angelo. Snippy and Mary Kolb to take the cookhouse to spots, ending at Harlingen Fair. Bull Dog Nolan to produce wrestling matches. Fletcher and June Teets, with little Fletcher, to visit relatives at George West, Tex. Hypo and Snow Venicke leaving in their new Pontiac to visit in North Texas. John Graves and family left to see his folk at Thurber. Paul Klotz and family and Eddie Spring making some late spots. Nick De Loe and troupe will also work a few weeks. Brownie Bishop to Tyler, and George Puryear to Austin to see their folks. Trusty McCulley and wife to Los Angeles to visit his brother.

Bill Carr and Wild West Show joining a winter show. Jim Schneck, general agent, and Frank Downes, special agent, putting on a promotion at San Angelo. Business Manager Albert Wright attending some unfinished business, then leaving for California to visit his family. The writer and her husband, Larry, after spending a few days in San Antonio, will leave for their usual winter trip to Florida.

SOPHIE MULLINS.

MARIANNA, Fla., Nov. 21.—Krause Greater Shows ended its season here last Saturday and went to winter quarters at Tampa.

STRATOSPHERE MAN

See Photo on Page 69

Showing

DIZZY HEIGHTS OF THIS ACT.

Address care of The Billboard, Cincinnati, O

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

MAIL ON HAND AT
CINCINNATI OFFICE
25-27 Opera Place.

Parcel Post

Bailes, Walter, 15c
Clifford, Herbert, 25c
Dennis, Buddie, 8c
Faulkner, Evelyn, 36c
Frazier, J. G., 15c
Gray, Jas. V., 15c
Jackson, Murphy, 4c
Jackson, Murphy, 3c
Kane, Joe, 15c
Lamb, Wm. E., 12c
Lavan, Pauline, 6c
Matthews, Harry, 20c
Ripley, Jack, 5c
Royal, Mrs. Rhoda, 38c
Schmidt, Walwyn, 18c
Stewart, Bobby (Express Pkg.)
Tennyson, Dave, 10c
Tennyson, Eddythe, 45c
Wilhelm, Eugene, 30c

Ladies' List

Adams, Dot B.
Adams, Peggy
Adams, Viola
Allen, Jean
Allen, Mrs. Kate
Allen, Mrs. Katie
Allen, Mary Nell
Allen, Prairie Lilly
Ammons, Margaret
Anderson, Mrs. Geo.
Anderson, Mrs. May
Andrews, Mrs. Sylvia
Anderson, Mrs. Tanya
Ann, Madam
Arley, Irene
Arley, Mrs. Willy
Armbruster, Mrs. Arthur H.
Armstrong, Betty
Arndes, Edna
Arnett, Hilda Marie
Arnold, Mary
Asher, Mrs. Grace
Astaire, Marie
Auck, Edna
Baker, Mrs. E. E.
Baker, Mrs. Laura
Baldwin, Mrs. Florence
Barber, Babe
Barnard, Mrs. Sylvia
Barr, Helen
Barry, Mrs. Martha
Barthel, Stella
Bartone, Mrs. Pearl
Baxter, Mrs. Mary
Beam, Electa Ann
Beaty, Mrs. Joe
Belote, Mrs. Harry W.
Bender, Mrs. Bobbie
Bender, Mrs. Wm.
Benefiel, Mrs. Benny
Bennett, Mrs. Betty
Bentum, Bench
Berlow, Thelma
Bigalli, Nada
Billings, Mildred
Bishop, Mrs. Fred (Peg)
Blair, Mrs. Rivelly
Blake, Mrs. Etta
Blevins, Flo
Boatwright, Lula
Booth, Harriet
Boswell, Mrs. Nora
Bouten, Mary Louise
Bowman, Mary E.
Boyse, Billie
Brading, Fay
Bray, Mrs. Geo.
Bright, Evelyn
Brizandine, Elsie
Brodbeck, Mrs. Blanche
Brodbeck, Mrs. E. G.
Brooks, Elizabeth
Brooks, Joie
Brooks, Mrs. Athleta
Brown, Georgia
Brown, Mrs. D. E. K.
Brown, Mrs. Rose B.
Brown, Ruth
Brown, Mrs. Wheeler
Bryer, Mrs. Carrie
Buchanan, Babe
Buchanan, Joella
Bufkin, Gypsy
Bunch, Violet
Burgdorf, Mrs. Grace
Burke, Mrs. Jack
Burlingame, Mrs. Alma
Burns, Boots
Butler, Mavis
Campbell, Mrs. J. Henry
Campbell, Mrs. Pat
Cannon, Phyllis
Carben, Mrs. Joy
Carey, Mrs. Lynn
Carrejo, Mrs. Fatima
Carter, Mrs. Wray
Cary, Reba
Casabon, Mae
Case, Mrs. Eddie
Catter, Reba
Chalfant, Mrs. Lillian
Chambers, Mrs.Fay
Champ, Mrs. Violet
Champlin, Mrs. Carl
Chance, Mrs. Helen
Chandler, Ottella
Chase, Mrs. Janice M.
Chatman, Ada
Cherry, Vivian
Clay, Mrs. Margaret
Clayton, Sunya
Cole, Mrs. Daisy
Colini, Marie
Collins, Mrs. Vernon
Connolly, Mrs. M. V.
Cook, Ella
Coombs, Mrs. Rudy
Conrad, Lillian
Conway, Mrs. Mabel
Cook, Mrs. Lula
Cooper, Margie
Cooper, Mrs. Mickey
Corbin, Mrs. Chas.
Corbin, Mrs. Kenneth
Cornish, Mrs. Billy
Cotter, Mrs. Carl
Covington, Iona
Crandall, Mrs. Fred
Crandell, Mrs. Margaret
Crimi, Mrs. Cleo
Cuddy, Mildred
Culver, Mrs. Fred
Cutler, Mary J.
Davidson, Ellen
Davis, Adele
Davis, Dorothy V.
Davis, Garnette
Davis, Goldia
Davis, Mrs. Cleo
Davis, Mrs. L.
Davis, Rose
Dawson, Lyle
Dean, Mrs. Bert
Dearing, Mrs. Geo.
DeCara, Mrs. Francis
DeLuccia, Mrs. Scully
Delany, Mrs. Yvonne
Dellabate, Mrs. Ernest
Demars, Mrs. Alice
Demcoe, Mrs. Mike
Denny, Tommie
DeRosia, Mildred
Dewey, Mrs. Irene
Dexter, Vern
Dixon, Dorothy (Dot)
Dixon, Mrs. Waximo
Dodson, LaMotte or Margaret
Donohoe, Mrs. H. A.
Donohoe, Mrs. Viola
Dorman, Mrs. G.F.
Douglas, Ilene
Doyle, Mrs. Agnes
Drake, Mrs. Bernard
Drill, Mrs. Charles
Drohan, Margaret
Duffy, Marie Glug
Dugan, Donna
DuVell, Mrs. Hazel
DuVell, Mrs. LuVa
Dyer, Mrs. Major
Eagen, Mrs. W. J.
Eason, Mae
Ecker, Mrs. Peggy
Edgar, Mrs. Nan
English, Mrs. June
Ernest, Mrs. Jack
Espnola, Madame
Evans, Mary
Fane, Virginia
Farr, Mrs. Bill
Farraw, Mrs. E. E.
Faust, Mrs. Ben
Felton, Mrs.Floello
Fillman, Mrs. Roberta
Firanza, Natalina
Fisher, Patty
Fisk, Vivian
Fitzgerald, Marie
Fitzgerald, Patsy
Fleming, Miss Jerry
Floyd, Mrs. Mary
Folks, Sarah
Ford, Mrs. Marie
Foster, Dorothy
Frank, Mrs. Marie
Fritze, Mrs. Ruth
Gamblin, Amey
Gardner, Ginger
Garner, Mrs. Elinor
Gast, Mrs. E. H.
Gates, Margaret Ivy
Gehr, Mary
Gilligan, Mrs. Anita
Ginsberg, Mrs. Freda
Glover, Mrs. Earnie J.
Goldberg, Mrs. Chas.
Golden, Mrs. Joe
Goldfen, Mrs. Dave
Gonzales, Mrs. R. G.
Good, Mrs. Wm.
Goodwin, Mrs. George F
Gorden, Jean
Gordon, Nellie L.
Gorman, Mrs. Billie
Gorman, Marguerite
Gorman, Mrs. G. C.
Gormand, Mrs. Harry
Graham, Mrs. Francis
Gravitt, Irene
Green, Ida
Greenaway, Mrs. Melan
Greenhagen, Mrs. Scotty
Gresham, Lillian
Gregg, Lenta M.
Gregory, Mrs. L. B.
Grindle, Mrs. Lulu
Grimes, Blanche & Lorin
Gross, Mrs. J. P.
Groves, Mrs. Ed
Gustin, Harriet
Hager, Virginia
Hale, Mrs. Ruth
Hall, Mrs. Doc
Hamilton, Maxine
Hammil, Eldora
Hammond, Mrs. Earl
Harcourt, Lady
Hardin, Mrs. Dave
Harding, Darlene
Harrell, Mrs. L. H.
Harris, Bubbles
Harris, Mrs. Bess
Harris, Rose Kress
Harrison, Mrs. Nayomia
Hartman, Veron
Hatfield, Fanney
Hauze, Mrs. Helen
Havana Girls Co.
Haven, Mrs. Richard
Hayden, Virginia
Hellman, Mrs. Maurice
Henderson, Mrs. M. J.
Henderson, Ruth
Hendrix, Mrs. W. A.
Herman, Mrs. Mae
Hill, Mrs. Genevieve
Hillis, Mrs. Harold
Hilton, Daisy & Violet
Hoffman, Mrs. Cleo
Holmes, Lillie
Housner, Mrs. Clara
Howard, Mrs. Lela Mae
Hubbard, Mrs. Grayson
Hudspeth, Mrs. Emily
Humphrey, Mrs. Elizabeth
Humphrey, Mrs. Julia
Hyde, Mrs. M. J.
Ingleston, Mrs. Ceola
Irene, Baby
Jackson, Mrs. Beryl Warner
Jackson, Mrs. Lucille L.
James, Jane
Jarvis, Marie
Jenkins, Polly
Jewel, Fern
John, Lula
Johnston, Mrs. Dealia
Johnson, Mrs. W. J.
Jordan, Mrs. Peg
Kallas, Mrs. Pete
Kaslin, Mrs. Jean
Kearns, Mrs. Jerry
Keating, Mrs. Kathryn
Kellar, Mrs. Jas.
Keller, Mrs. Richard
Kelley, Jean
Kelly, Ethel
Kelly, Mrs. Mae Casabon
Kennedy, Mrs. Jack
Kidder, Mrs. Mabelle
Killian, Mrs. Dollie
Kimsey, Mrs. Lulu
King, Alma Helena
King, Mickey
King, Mrs. Molly
Kirk, Marion
Klein, Arlene
Kline, Mrs. J.
Knight, Ina K.
Kork, Bobby
Kovshusia, Marsha
Kridello, Lillian
Kruse, Lula
LaGrove, Vernie
LaVern, Josetta
LaVine, Mrs. Charlotte
Lackman, Irene
Lahn, Rose
Lamont, Kitty
Landaker, Mrs. Mabel
Lane, Mary
Lane, Mrs. J. D.
Langford, Olive
Latham, Ruby
Latham, Mrs. Edw.
Laughlin, Virginia
Laugston, Mrs. Alma
Lauther, Percilla
Layton, Mrs. Ruth
Lee, Edna
Lee, Jackie
Lee, Mrs. Frank
Lee, Baby
Leesha, Madame
Leighton, Mrs. Jas. D.
Lenonard, Mrs. Harry
Lento, Mrs. Ruth
Leonard, Iris
Leonhart, Little Bit
Leslie, Edna
Lewis, Gertrude
Lewis, Grace
Lime, Mrs. Luther
Lloyd, Louise
Logan, Mayzell
Loman, Mrs. Lula
Lorow, Mrs. Curtis
Lovell, Miss Ray
Lovitt, Mrs. T. J.
Lusson, Mrs. Leo
McCarty, Mrs. Barclay V.
McClure, Francis D.
McCutcheon, Mrs. Irene
McCutcheon, Mrs. J. O.
McDaniel, Mary
McDaniel, Mrs. G.
McLane, Mrs. Moe
McKee, Mrs. Christine
McManus, Mrs. Marie
McNeil, Marie
McPherson, Mrs. E. C.
McPete, Jackie
MacFarland, Wilma
Mackey, Mrs. Laura
Mackey, Mrs. Paul
Malawha, Madam
Manning, Mrs. Alice
Marble, May
Marie, Sweet
Martin, Catherine
Martin, June
Martin, Mrs. Seliha
Martone, Mrs. Ruth
Mason, Judy
Massingill, Mrs. Millicent
Mathews, Julia
Matlock, Bertha
Maurike, Mrs. Marn
Maw, Dottv
May, Madame
Mayko, Madam
Megill, Gertrude Dion
Melville, Mrs. Bertha
Mercy, Mrs. Dot
Mersing, Elaine
Meyer, Mrs. Rose
Miller, Mrs. Babe
Miller, Mrs. Carroll
Miller, Mrs. Pauline
Miller, Nancy
Mills, Mrs. JuliaP.
Miner, Stella
Mitchell, Mrs. O.
Money, Marion
Monroe, Jean
Monroe, Jeanette
Montie, Marie
Montgomery, Mrs. Don
Mooney, Helen
Mooney, Ruby
Moore, Mazie
Moore, Miss Frankie (Red)
Moore, Mrs. Helen
Moore, Mildred
Moore, Mrs. Ruby
Moulton, Mrs. V. L.
Munroe, Jean
Munroe, Rita
Murphy, Beulah
Murphy, Jessie Best
Myers, Gloria
Myers, Karen
Myers, Mrs. Randall
Neal, Virginia
Nelson, Mrs. R. L. Eula
Newberry, Mrs. Freda
Newcourt, Mrs. Charlotte B.
Newman, Mrs. N. E.
Newsom, Mrs. Sarah Taylor
Nicholos, Joan
North, Cecillie
O'Brien, Mrs. Minnie
O'Neil, Peggy
Ormsbee, Mrs. Mary
Orr, Mrs. Jack
Osborne, Helen V.
Owens, Bettie
Owens, Elaine
Owens, Rita & Buck
Owings, Hazel
Palmer, Dorothy Le
Parker, Mary
Parker, Mrs. Alice
Parker, Mrs. H. L.
Parks, Mrs. F. H. Dutch
Parks, Fay
Pasthing, Helen
Paul, Mrs. Daisy
Paul, Mrs. Josephine X.
Payne, Ruth
Peluso, Mrs. Bonnie
Penny, Mary Jane
Persinger, Mildred
Peterson, Julia
Peterson, Mrs. E. A.
Peterson, Mrs. Pete
Phellan, Mrs. Verda
Pierce, Mickey
Pinfold, Mrs. J. T.
Plunkett, Mrs. Nellie
Polk, Mrs. Bessie
Porter, Mrs. Gracie
Powers, Bee
Pratt, Mary
Pratt, Mrs. Fannie
Pryon, Ruth
Pumroy, Delorice
Ragan, Mary
Ragsdale, Mrs. L. L.
Rearick, Nettie
Red Horse, Blanch
Reed, Dot V.
Reeves, Mrs. Daisy
Regan, Mary
Reita, Madam
Reynolds, Mrs. Peggie
Rhymond, Mrs. Anna
Rice, Maile
Richards, Mrs. Eddie
Riegel, Mrs. Jennie
Riggs, Mrs. Lillian
Rising, Mrs. Josephine
Robe, Vada Belle
Rogers, Delorez
Rogers, Mamye
Rogers, Miss Jackie
Romano, Mrs. Eunice
Rosen, Mrs. Joe
Rosensteel, Lois V.
Ross, Billie
Rowe, Mrs. Jack
Royal, Mrs. Rhoda Maude
Ruddy, Mary
Russ, Mrs. Marie
Ryan, Dee
Ryan, Faith
Salisbury, Mrs. Maude
Sartwell, Dorothy
Scheiding, Betty Brown
Schuskok, Margaret
Scott, Margaret
Scott, Mrs. A. Paul
Scotty, Mrs. E. S.
Shaeffer, Tereta
Shore, Mrs. Billy
Short, Mrs. F. A.
Signa, Lady
Silliman, Mrs. Myrtle
Simon Sisters, The
Sims, K. B.
Sims, Mrs. J. W.
Sissom, Mrs. Victoria
Smith, Betty Lou
Smith, Dorothy
Smith, Margaret
Smith, Mrs. Lillian
Smith, Mrs. Willie Lee
Snapp, Dolly V.
Snellenberger, Carlyn
Snellenberger, Mrs. C. H.
Spallo, Mrs. Ruth
Sparks, Billie
Stanley, Mrs. J. M.
Stanley, Mrs. Milizie
Stark, Mrs. Evelyn Van Lidth
Stevenson, Mrs. Madeline
Stewart, Betty
Stewart, Iris
Stewart, Mrs. Bobby
Stewart, Mrs. Daisy
Strout, Alice
Sugg, Mrs. Maxie
Summers, Laura
Sutherland, Betty
Sylvin, Mrs. Oda
Tarzanna, Miss, & Co.
Teaunot, Babe
Teausant, Pat
Terrell, Miss Jackie
Thompson, Goldie
Thompson, Mrs. Vivian
Thompkins, Mrs. Fannie M.
Tierney, Viola
Timmers, Mrs. S. P.
Tisdale, Gene
Torvane, Julia
Trainer, Mrs. H. S.
Trivandey, Mrs. Eugene
Turner, Mrs. Jack
Ulcar, Mrs. Babe
Vain, Jean
Valentine, Lue
Van Allen, Bertha
Van Lidth, Evelyn
Van Ritelie, Mrs. Fritz K.
Varnell, Helen
Varner, Mrs. Clatie
Vaughn, Mrs. Bessie
Vaughn, Charlotte
Venner, Mrs. D. W.
Vermillion, Irene
Verona, Mme.
Viars, Mrs. Faye
Vulang, Beatrice
Wagner, Mrs. Betty
Wagner, Bobbie
Wagner, Mrs. Rose
Wagner, Mrs. Sara
Wallace, Aumilia
Wallace, Mrs. Al
Ward, Lillie
Wason, Mrs. Helen
Webb, Mary
Weer, Mrs. Mabel R.
Wharlon, Mrs. M. G.
White Fawn, Anita
White, Fritzi
White, Gonzell
White, Mrs. Geo. D.
White Jr., Mrs. Ruby
Whyte, Mrs. J. A.
Wiggins, Bertie
Wilfinger, Margaret
Wilkinson, Mrs. Geo. E.
Williams, Mrs. Clyde
Williams, Mrs. Jeanne
Williams, Mrs. Julia D.
Williams, Mrs. Lottie
Williams, Mrs. Tobie
Williams, Mrs. Rose
Wilson, Anna L.
Wilson, Mrs. R. O.
Wilson, Mrs. Dorotha M.
Wilson, Mrs. Helen
Wilson, Mrs. Lois
Wilson, Mrs. Lucille
Wilson, Midge
Wilson, Mrs. Verna
Winchell, Miss M. E.
Winters, Mrs. Fitz
Withem, Lucille
Wolfe, Janice
Wood, Roberta
Woodall, Mrs. Billy
Woods, Mrs. Lonnie
Woodward, Mrs. E. O.
Worl, Mrs. Geraldine
Wright, Dorothy
Wright, Margaret
Wright, Elsie
Wyatt, Helen
Wyble, Mrs. Glenn
Yogi, Mrs. Marie
Young, Bernice
Young, Betty
Zarlington, Mrs. Howard
Zetta, Madame
Zimmer, Florence

Gentlemen's List

Abbott, Charles A.
Abbott, Robert E.
Achillis, Jack
Ackerson, Davie
Adams, Frank
Adams, Mike
Adams, Ned
Adams, Paul
Adams, Peter & Alice
Adams, S. C.
Adams, Thomas
Adams, W. E.
Aderholt, Bill
Ademick, Eddie
Adkisson, Roy E.
Adler, August C.
Admire, J. C.
Aeros, Cliff
Ahrens, LeRoy
Akbar, Prof.
Alberts & Alberts
Alder, Leon
Alexander, Joseph
Alexander, Wm. E.
Alford, O. E. (Bob)
Alfred & Rosita
Alio, Rocco
Allen, John
Allen, Leslie
Allen, Merton
Allen, O. D.
Allen, Ovid
Allen, Robert E.
Alley, H. E.
Almany, Fred
Alpert, Morris
Altman, B. J.
Alvin, T. E.
Alvis, Ray C.
Aizora, Karl H.
Ambelas, Duke
Amok, Chief
Amok, James
Anderson, Alfred
Anderson, Candy
Anderson Jr., Harley
Anderson, John F.
Anderson, R. W. (Bill)
Anderson, Stanley
Andrews, Dr.
Andrews, Frank
Andy, Capt.
Anfenger, H. L.
Anierson, C. B.
Arbuckle, Rex
Archer, Louis D. (Chuck)
Arenz, Sam
Armann, Ray
Armentrout, Willard
Armstrong, David
Arthur, Bruce
Arthur, Theo
Ashley, Owens
Athinson, Thos.
Atkins, George
Austin, Hot Shot
Austin, Milton
Ayers, Edward
Ayers, Henry
Ayers, H. B.
Backer, Earl D.
Bailey, Iodine
Baird, E. W.
Baker, Harry
Baker, Joe S.
Baker, Pop Corn King
Baker, R. J.
Balden, Luther
Baldy, Joe Suares
Ball, Red
Ballard, Jack
Ballard, Joe
Ballman, Leo
Banard, R. C.
Banks, Claude
Bard, Clark
Barham, Calvin
Barnes, Chas.
Barnes, Floyd
Barnes, Harold
Barnes, E. Markley
Barnes, Dr. W. B.
Barnett, E. L.
Barnett, John
Barnett & Schultz
Barr, Harley
Barr, Steve
Barrett, Fred
Barthel, Clarence
Bartone, Bart
Barton, Walter Cotton
Bartow, Geo.
Bates, Carl
Bates, Geo. Lindus
Bath, Hubert J.
Batts, Willie
Baughman, Jack
Bayliss, Wm.
Bays, Richard C.
Beach, Harry
Beaham, Billy
Beaird, Marshall E.
Beard, Arthur R.
Beasel, Floyd
Beatty, O. J.
Beckwith, B. L.
Bedell, H. S.
Bedoe, John
Behee, Bob
Behee, D.
Behee, Earl R.
Behee, Raymond
Behmer, Ervin
Beker, Don
Bell, Archie
Bell, Walter
Bel-Mar, John J.
Belmar, Jack & Etta
Bemore, W. H.
Bennett, Carl
Bennett, Freddie
Bennett, J. R.
Bennett, Owen
Bennett, Russ
Bennett, S. W.
Bennington, R. L.
Bennett, Russ
Benson, Jack C.
Bently, Claude C.
Benway, Pete
Berge, Albert
Berger, Seymour
Berry, C. O.
Berry Show
Bertrand, Joe
Berwer, Eugene
Besiup, Louis
Bettinger, Larry
Bevely, John
Bevender, Lester
Bey, Ben
Billetti, Eddie
Bilyou, Percy
Bimbo, Pete
Black, Charles L.
Black, Morris
Black Bear, Specks
Blackwood, Wm.
Blair, Bill
Blair, H. L.
Blake, Roy L.
Blakely, Benton H.
Blauch, Geo. & Rosie
Bland, Richard
Bliss, Carl & Jimmie
Bliss, Red
Blooming, Frank
Bloomsburg, Bill
Bogue, Danny
Boles, Homer
Bolt, J. P.
Boone, Bill (Mad Dog)
Borden, Leon
Borders, Jack
Boswell, B.
Boswell, Frank
Boude, Clint
Bousum, Robert
Bowman, J. E.
Bowman, John
Bowman, Steve
Bown, Jim
Boyd, J. J.
Bozza, Tom
Bozzell, Billy
Braden, Francis
Bradford, T. R.
Bradley, O. E.
Bradshaw, James
Brady, Chic
Brandi, Joe
Branholtz, Jake
Branson, J. T.
Braswell, Dub
Brauer, A. M.
Brauham, T.
Brison, Roy
Breland, Lue
Brent, Jim
Brewer, Don
Bright, Joe
Bright, Louis
Brilbeck, Joseph
Britt, Bert
Brock, Thomas V.
Brodrick, Geo. T.
Bronson, J. T.
Brooks, George
Brosseau, Frank
Brown, Al
Brown, Capt. Ted
Brown, Cecile
Brown, Clarence
Brown, D. E. K.
Brown, R. O.
Brown, H. C.
Brown, H. T.
Brown, Pete
Brown, Richard
Brown, Robert (Bones)
Brown, Romeo
Browne, Wm. A.
Brownell, W. H. (Duke)
Brownell Jr., William H.
Brua, Howard
Bruer, Edward
Bruggink, Roy
Brun, Louis J.
Bruner, Floyd P.
Bruno, Russell J.
Bryant, Monroe
Buchanan, Harry Buck
Buchanan, W. T.
Bucker, E. H.
Buckland, Harry
Bufkin, Gypsie
Bullock, Larry
Burch, Willard
Burdge, Howard
Burdo, L.
Burgess, Harry
Burk, Eddie
Burke, Geo.
Burke, John L.
Burke, Capt. Jack
Burkett, C. C.
Burney, Kelly
Burney, Rosevelt
Burns, Edw. Pat
Burns, Wm. J.
Burrell, Jerry
Burto, Leon
Burton, Steve
Bush, H. L.
Bush, T. J.
Butler, Walter Franklin
Butts, William G.
Byars, Ralph
Byhee, Mac
Byrd, W. H.
Cain, Eddie
Cahill, Raymond
Cain, Joseph Leroy
Cain, Wm.
Calla, John (Blackie)
Campbell, A. J.
Campbell, Malcolm
Campbell, Monte
Campbell, Tex Jack
Cane, George
Canestrellys, The Six
Cantrell, Dallas
Cappo, Joe
Carl, Irvin J.
Carlo, Albert San
Carlyle, Hank
Carneer, Bill
Carpenter, Chas. P.
Carrier, Truitt
Carrigan, James J.
Carroll, Gerry E.
Carroll, John
Carroll, Mickey
Carter, Claud
Carter, W. H.
Carver, Al
Carwile, Wm.
Case, Eddie
Casey, Frank
Casey, Tom
Cason, J.
Castello, Bud
Castles, C. L.
Cautin, Ralph M.
Cave, William J.
Certaro, V. L.
Cetlin, Joe
Chabot, Joseph
Chambers, Jazz
Champion Jr., Jerry H.
Chang, Li Ho
Chapman, Tex Vicky
Chavanne, James
Chayter, Wm.
Cheney, Argle
Chick, The World's Freaks of Wonder
Childers, Roy
Chickola, C. V.
Chipman, Harry B.
Chocran, Frank
Choats, Vernon
Christensen, Walter
Christenser, Grant
Christiani Family, The
Christie, Wallie
Christo, Tom
Christie, W.
Church, Luther
Clark, Archie S.
Clark, Chas. B.
Clark, Frank H.
Clark, Harry
Clark, Hi
Clark, Joe Jewel
Claude, Leo
Clayman, Ace Duce
Clayton, J. E.
Clear, Paul
Clemens, Murray
Cleveland, Guy W. Dad
Clifton, Lloyd W.
Clyde, Pop (Cookhouse)
Coates, Kermit
Cobb, Gene
Cochran, Harold
Cockrell, Geo. W.
Cody, Mad
Coen, Billie
Cogswell, Chas.
Cohee, G. Rex
Cohen, Louis
Cohen, Thomas A.
Coker, Bennie F.
Colbert, Leslie
Cole, Theodore
Coleman, Little Bit
Coley, Clark
Coley, W. R.
Colier, Charles
Colla, John (Blackie)
Collie, H. W.
Collier, L. N. (Doc)
Collins, Frank A.
Collum, Fred E.
Collins, Joseph A.
Collins, W. E.
Colvin, H. R.
Comeer, Bill
Comfer, Ivan
Compton, Hal
Comstock, Tommy
Condor, Mike
Conklin, Jack
Conn, R. Hugh
Conne, Bill
Connelly, L. C.
Conover, Larry
Conroy, Art
Cook, Geo.
Cook, W. P.
Cooke & Cooke
Cooke, W. M.
Coon, Billie
Cooper, Hymie
Cooper, Mickey
Copeland, Rex
Copperstone, L. R.
Copperstone, T. R.
Corday, Edw.
Cordrey, J.
Corey, Roy
Corneer, John (Bill)
Corozon, Thomas
Cosgrove, Walter
Cotter, Carl
Couch, C. C.
Coughanour, Pody
Courtney, Fayte
Cowles, Harold
Cox, E. L.
Cox, Larry
Cramer, Melvin B.
Crandall, Darwin E.
Crawford, Art
Crawford, Frank R.
Creson, N. L.
Crider, Hal
Crimi, Prof. B.
Crosby, W. C.
Cross, D. L.
Cross, Hugh
Crowe, Keith Tudor
Crowel, Floyd
Crowe, Wm.
Crumley, Earle C.
Crusius, A. F.
Cuddy, J. E. Lee
Cudney, Charlie
Cummins, Hansel
Cummings, Robert
Curley, Denver Kid
Curtis, R. J.
Cutshall, P.
Cyril, Jim
Daggett, Art
DaHuk, Chas.
Dall, Lon
Dallas, Roy
Daly, Fred
Daly, Fred W.
Daly, James & Jeanne
Daly, Wm. B.
Daniel, Richard
Dariano, John
Darling, Dick
Darling, Happy Jack
Darling, Jean
Darlington, Cyrus
Darrow, Leon
Dault & LaMarr
Davenport, Orin
Davenport, B. C.
Davis, Baron E.
Davis, Ben
Davis, Bob
Davis, C. D.
Davis, Doc
Davis, Earl
Davis, F. Paisley
Davis, Sam P.
Davison, A. F.
Davidson, Lester
Dawson, Harry W.
Day, David
Day, Elmer L.
DeArvil, Lawrence M.
DeBelle, Starr
DeFrate, Don
DeLegge, Boisey
DeRose, Dan
DeRosselli, Jose
DeRossigknole, Louis
DeVol, James Jay
DeVore, Harry
Dean, Bill
Dean, L.
Dean, Lou
Dearth, Al
Decker, Otis
Deckerson, Ralph
Deckerson, Ralph R.
Deetz, C. C.
Delano, R. B.
Deleno, Capt. Ralph
Delhart, Bernard
Delhorne, Roosevelt
Dell, E. M.
Delmar, Jack (Hula Show)
Delo, Nick
Delph, Dewey
Delzaro, Ed
Demars, Lawrence
Demetro, John
Demetro, Steve
Demetro, Tom
Demnati, Haddo B.
Denby, Buck
Dennis Jr., Wm. H.
Denson, Bill
Dent, C. R.
Derwells, Flying
Desaw, Wilfred G.
Devany, O.
Devine, Hardley
Dexter, B.
Diaz, Enrique
Diaz, Pete
Dillon, Jack
Dillon, Mighty
Dina, Doral
Dinerstein, Peggy
Dixie Art Co.
Dixon, Don & Mazie
Dixon, M. F. (Frank)
Dobson, Al
Dobson, Harmon A.
Dodson, Eddie
Doering, Cowboy Ray
Doggett, Art
Dohm, Anthony
Don, Capt. Jimmie
Don, Ray & Dan
Dondlinger, Jackie
Donely, Russell
Donnelly, Capt. Geo. F.
Donner, R. V.
Doren, Walter
Dorman, Chas. R.
Dorman, Russell
Dorsey, Jack (Arkie)
Dotty, Jack
Dougherty, Tom H.
Doughton, Pop
Dowdy, S. H.
Doyle, Tex
Drake, Homer
Drown, R. C.
Duggan, Earnie
Dulin, Chas. J.
Duncan, Chas. A.
Duncan, Eddie
Duncan, C. Ray
Dunlap, C. F. Slim
Dunlap, Dr.
Dunn Bros. & Doty
Dunn, J.
Dunn, Joseph
Dunnis & Reed
Dupile, J. A.
Dupree, Jimmie
Durham, Frank
Durkee, Dave
Durrand, Bill
Dykes, Carl
Earles, John
Earnhart, E. E.
Edgar, H. A.
Edwards, Billy M.
Edwards, Blackie
Edwards, Harry
Edwards, Jimmie
Edwards, Johnny
Edwards, William
Eiler, R. C.
Elam, Edward
Elkin, W. L.
Elliott, Dudley W.
Elliott, Leon
Ellis, H. F.
Ellis, John
Ellis, Ray
Elmer, Prince
Emerson, R. W.
Emerson, S. C. (Whitey)
Emrie, E. E.
Emswiler, S. H.
Engesser, Geo.
England, Frank (Pat)
English, Robert S.
Ephram, Miller
Epstein & Mosias
English, Couz.
Esque Jr., Jim
Espy, Chester
Esque, Tommy
Etchison, L. L.
Etheridge, Whitey
Eule, Monroe
Evans, Chas.
Evans, Claud
Evans, Frank (Kid)
Evans, Geo. L.
Evans, Virgil
Evans, W.
Evens, E. C.
Evitts, Geo.
F. & M. Amuse. Co.
Fahey, Frank
Fagan, C.
Fahey, Thomas P.
Fairbanks, Emerson
Fairfield, Lew
Farley, Albert
Farley, Buck
Farmer, Jeff
Farrar, Verlin
Farrell, Babe
Farrell, E. Scotty
Farrera, Frank
Farris, Bert
Farris, J. C.
Fause, Jake
Faust, Frank L.
Faust, Ike
Faust, Jake
Favero, Francis
Fees, Bill
Fekete, Mike
Ferguson, Earl C.
Ferguson, Ray
Fernando & Fair
Fields, Jack
Fike, Ronnie
Finch, Jack
Fine, Al
Finn, James
Finnell, Douglas
Fiore, Joseph
Fisher, Jack
Fisher, Geo. L.
Fitch, H. A.
Fitts, R. Goldie
Flanagan, Frank J.
Folk, Tex
Forbes, George (Scotty)
Forbes, Michael J.
Ford, Al
Ford, Geo.
Ford, Geo. S.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Foreman, Bud
Foresster, Tex
Foster, Doc
Foster, Geo.
Foster, Victor J.
Fox, Gerald
Fox, Philip
Fox, R. J.
Fox, Thomas Jos.
Francis. Bill
Francis, Walter
Frank, Billy
Franklin, James
Frantz, Gerald
Frantz, Jerry
Frazier, J. G.
Freddie, Dare-Devil
Fredrick, Henry
Freer, Albert
Freed, H. T.
Freeland, Forrest
Freidman, Jake
Freitas, Al
Friedman, Dr. S.
Fresland, J. G.
Frew, Art W.
Friend, Homer
Fritz, Cecil
Frost, Leslie
Frye, James G.
Fullagar, Wm. C.
Fuller, Clem
Fulp, Edward
Furgison, Frank
Fustanio, Sam
Galler, Joe
Gamble, Eddie
Gardner, Frank & Ginger
Garfield, Dr. R.
Garner, E. L.
Garnett, John W.
Garrett, Joe
Gates, Roy
Gatlin, J. P.
Gattin, Freddie
Geary, Earl
Gecoma, John
Geddis, Geo.
Geheman, Arthur
George, Costa
George, Frank
George, Joe M.
George the Magician
George, Tony
Gerger, Wm. Bill
Gersbach, Fred
Gert, Fred
Geyer, Billie
Gibson, Jack
Gilbert, Harry
Gill, Frank C.
Gillespie, Frank V.
Gillespie, Horace
Gillespie, W. M. S.
Gilleston, Shorty
Gillis, Saul
Gillis, W. A.
Glassman, Nathan
Glenn, Jimmie
Gloth, Bobby
Gloth, Louis
Godwin, Bert C.
Goffo, V.
Golden, Nat
Golden Valley Show
Goldfen, David
Gomez, Augie
Goode, Ed
Goodenough, Walter
Goodlett, W. C.
Goodman, A. L.
Goodwin, Mart C.
Gordon, Bobby
Gordon, Frank
Gorman, Eugene F.
Gowans, Al
Gowdy, M. A.
Grabbs, Otto
Grady, Kellie
Graff, Wm. Adv.
Graham, Jack E.
Grant, Jack & Ruby
Gray, B. C.
Gray, Howard
Gray, J. V.
Gray & Martini
Gray, Robert
Grayson, Robert
Green, Albert
Green, Alfred
Green, Doak
Green, Doc
Green, Felton
Green, Johnny
Green, Michael
Green, Col. W. E.
Greenberg, Harry W.
Greenlee, Jerry
Greer, Joe, Rodeo Co.
Gregory, L. B.
Grey, A. J.
Grey, Charles
Grey, G. G.
Griffin, Earl
Griffin, Fred
Griffin, Willard
Grimes, Marion
Grimm, Geo. F.
Grissom, Clyde
Groffo, Babe
Groffo, Ephram
Gross, James
Grossbart, Joel
Gruber, George
Gruber, Fred
Grugan, Shorty
Grunhart, Steve
Gruver, Harry
Guinn, John
Gulf Coast Show
Guyer, Ray
Haberman, Sam J.
Habner, Jerry
Hackett, H. G.
Hackett, Harry
Hafer, George
Haffitor, Dr.
Hagen, Eddie
Hager, O. K.
Hagin, O. L.
Haines, A. O.
Haines, Fred
Haizlip, Raymond
Hale, D. D.
Haley, Edw. J.
Haley, Geo.
Hall, Al K.
Hall, Charles
Hall, Earl C.
Hall, Geo.
Hall, Jack
Hall, Russell
Hallett, Bert
Halley, Leo
Halverson, Oscar
Hamil, L.
Hams, Lyle V.
Hammerberg, Dean
Hammond, Earl
Hamner, Ernest
Hanley, Norman
Hanneford, Poodles
Hanson, Louis P.
Harper, Austin E.
Harbin, Buddie Howard
Hardwick, Lewis Webster
Hardy, Bob
Hargis, Jasper
Harmon, Bill
Harms, Geo. H.
Harms, Lyle V.
Harnett, Bill
Harper, Al M.
Harrell, Robert
Harriman, Maison, Players
Harrington, Bill & Betty
Harrington, J. L.
Harris, Andy
Harris, H. V.
Harris, Rome
Hart, Edgar
Hart, Jack
Hart, Ray
Hart, R. C.
Hartwick, H. D. (Doc)
Harwell, R. W.
Harwood, Van
Haskins, Berle
Hasson, Tom
Hawk, James B.
Hawkins, E. H.
Hawkins, Jess
Hawkins, Ray
Hawkins, Sam E.
Hayes, Phil
Haywood, George
Haywood, Joe
Hayworth, C. B.
Heath, Ross
Hefferon, Dr. J. M.
Heck, Gene
Heckendorn, Clarence
Heinz, Ed L.
Heisser, Harry
Heiwiep, Raymond
Heller, James
Hegeman, Bill & Marie
Hellman, Maurice
Helms, Wallace
Helvey, Neale
Hendershot, J. B.
Henderson, Billy
Henderson, Lewis
Hendrix, C. W.
Hennesey, Geo. M.
Henniners, Earl
Henry (Red)
Henson, Earl
Henson, Reuben
Herman, Eddie
Heron, Jimmie
Herrman, E. J.
Herrman, Frank E.
Hertz, Sanford
Heyn, Henry
Hiatt, Ralph
Hicks, Hampton
Hibbard, H. B.
Hicks, Robert
Hicks, Wm. Red
Higdon, Bill
Higgins, C. R.
Hilbert, Kenneth
Hill, King Salmon
Hill, Leo S.
Hill, Theo
Hillman, C. L.
Hilzinger, Alvin
Hinckley, A. Lee
Hinkley, Whitey
Hinsley, J. M.
Hinton, Geo. W.
Hoaglin, Elvin J.
Hobbs, Johnnie
Hodges, Jimmy
Hoffman, J. C.
Hoiby, C. C.
Holden, Edward (Swede)
Holler, Malvin
Holowinski, Leo
Holliday, Ben
Holroyd, David
Holt, Geo. (Doc)
Hood, D. F.
Hook, James
Hook, James M.
Hoover, Luther
Hornsby, Holly F.
Hose, Sox
Householder, Sid
Hover, John
Howard & Campbell
Howe, Chick
Howe, Rex
Howell, Bob
Howell, Doc
Howell, Edgar
Hoy, Toots
Hubbard, Jimmy
Huber, Raymond J.
Huber, R. J.
Huff, Lewis E.
Huffines, Jack
Huggins, W. C.
Hughes, Charley E.
Hughson, Ed
Hugo, Capt.
Hull, Hubert
Hull, Sam
Hummel, Ray C.
Hunt, Bus.
Hunter, Wm. T.
Huntsinger, Red's
Hupp, Wm.
Hurd, H. J.
Hurley, L. W.
Hutchens, J. T.
Hutchenson, Clint
Hutchison, Red
Hyde, Rollie
Ingleston, R. H.
Ingram, Howard
Ingram, J. S.
Irion, Fred H.
Irving, Thomas
Jace, Paul
Jack, John R.
Jack & Mac
Jackson, Alis R.
Jackson, Elmer
Jackson, Doc W. B.
Jacobs, L. J.
Jagon, Fred C.
James, Curley
Jarick, Fred
Jarvis the Magician
Jearle, Wm.
Jefferson, E. E.
Jennings, Bob
John, Eli
Johns, Bunny
Johnson, Allie
Johnson, Bob
Johnson, E. L.
Johnson, Emery
Johnson, Geo. R.
Johnson, Guy
Johnson, Hindo Charlie
Johnson, Hubert
Johnson, John
Johnson, Johnnie
Johnson, Louis R.
Johnson, Master Hunkie
Johnson, Pete
Johnson, Ray
Johnson, Swede
Johnson, Texas
Johnson, W. J.
Johnston, Geo. (Toledo)
Johnstone, Dr. B. B.
Johnston, J. V.
Jones, Charles B.
Jones, Clifford L.
Jones, Isham
Jones, Little Johnny
Jones, Roe
Jones, Whitey
Jones, Willie
Jorden, W. M.
Jordon, Jess B.
Jorgensen, Ralph
Jose, J. C.
Joyce, James
Juarez, Frank
Julius, H. B.
Kadel, Al
Kalborn, Frank
Kane, Milton
Kaplan, Max
Karen, J. D.
Karn, Edward L.
Karr, Jos. E.
Kasper, John
Kassel, Art
Katell, Robert J.
Kates, Elwood
Keane, Jim
Keating, Jimmie
Keeley, Fred
Keene, Bert
Keith, Frank C.
Kellam, Walter
Kelleher, Joseph
Keller, L. C.
Kelley, Jack C.
Kelling, G. C.
Keelry, Fred
Kelly, Jim
Kelly, Nutin
Kelly, R. H.
Kelly, Roy
Keltner, Red
Kendall, Charles
Kendall, H. G.
Kennedy, Barney
Kennedy, Billie
Kennedy, Eddie
Kerins, Harry
Kern, Gerald E.
Kenson, Earl
Keykies, Dave & Princis
Kiley, Jack
Kimmel, Don D.
King, Allen
King, Bob
King, J. Francis
King, Jack
Kingery, Tommie
Kirch, Geo.
Kirkpatrick, Ercil W.
Kitchen, Josh
Klaxin, Arnold
Kline, Abner K.
Kline, Bob
Klosing, Charles
Klug, J.
Knapp, Gene & Sue
Knisely, Russell G.
Knowles, Jesse
Knots, Callie
Knox, H. F.
Kobacker, Bob
Koban, Kaichi
Kongee, Leo
Kopetzky, Fred
Korhn, W. F.
Kotries, Johnny
Kramer & Louise
Kramer, Will
Kraft, Perry E.
Krause, Willie
Krem, Louis
Kreswell, Ray
Krooner, Ralph A.
Krutt, John
Kuba, Frank
Kuba, Frank J.
Kuhn, Edward (Red)
Kunberley, Bob
Kuykendall Jr., J. W.
LaBelle, C. D.
LaMarr, Dr. Frank
LaPorte, Jules
LaRue, Don
LaRue, Earle
LaTemple
LaVarre, Buddy
Lacoma, Chris
Lamb Jr, Capt. E. L.
Lamb, W. E.
Lambert, Kenneth E.
Lamar, B. W.
Lance, Jack
Landrum, Marvin
Lamore, Jack
Lampnigole, J.
Lane, Jimmie
Lantz, John
Larbi, Abdelkadder B.
Larine, Jack
Larius, Sylvester
Larkin, Karl
Larmore, Chas. R.
Lash, Vier
Latell, Dr. Harold E.
Lauch, C. C.
Laudette, George
Lawrence, Walter
Lawyer, Marvin
Layman, Hobard
Layne, Don
Layne, Mike
Lazier, W. J.
Lazone, Elmer
LeVine, Maurice Lefty
Lee, Ernest
Lee, Howard
Leffell the Great
Lehner, Clifford
Lemoind, Frank
Lentini, Francesco
Lentini, Frank
Lents, Bill
Leonard, Harry
Leone, Louis
Leslie, Len
Levine, Ben
Levine, Maurice
Lewis, Dick, Players
Lewis, Eddie
Lewis, Harry V.
Lewis, Robt. V.
Lewis, Senator R. E.
Lichtenstein, Dave
Lindsay, Raymond
Linsly, Bill
Litcofsky, Nathan
Little, Dave M.
Little, Little Frank
Locke, Will H.
Lockett, Ralph G.
Locktee, Gus & Lucille
Lonegan, J. Leo
Long, Richard
Looff, Wm.
Loftis, Speedy
Logan, Harry
Logdson, Billy
Lopaz, Pedro
Lou-Louette
Loughney, Frank J.
Louis, Frank D.
Lowe, Hugh
Loyd, M. L.
Luagoner, Harry
Lucas, Steve A.
Luebking, Ted
Lynch, H. T.
Lynch, Jimmy
Lynch Jr., Bobby
Lynch, Oscar
Lyons, Bert
MacGregor, Warren Casey
MacNeil, John E.
MacWilliams, Roy Lee
McAlister, Tate
McArdell, E. J.
McAskill, A. W.
McCall, Al
McCann, Lew
McCarroll, Joe T.
McCarthy, George
McCauley, W. L.
McClanahan, D. H.
McClendon, Hoyt
McClung, C. C.
McConner, Jimmy
McCorkle, Walter
McCormick, W. B.
McCoy, Jack
McCrary, B. W.
McCullough, Barney
McCulley, W. T.
McDiormid, Stuart
McDonald, Edw.
McDonald, H. M.
McDonald, Morrison
McDougall, R. B.
McDowell, Karl
McFarland, Jack
McGarry, Fred J.
McGarry, J. F.
McGill, Leo
McGill, Ramon
McGinnis, Bob
McGlynn, Jas. F.
McGreevy, Mac
McGregory, Harry
McGuinness, Daniel James
McGuire, W. F.
McHugh, Frank
McInnis, Norman
McKale, Chas.
McKee, Joe
McKeone, Michael
McKinley, Bud
McLachlan, Alex
McLean, M. H.
McLemore, Victor
McMillian, Francis E.
McMitchell, Geo.
McNally, Vincent
McNeeley, J. D.
McQuage, Jimmy
Macan, W. F.
Mack, Thos. M.
Mackley, Wilson
Madison, Bob
Madison, Johnny
Magee, James I.
Malley, Jack
Mallon, W. J.
Malone, Billy
Mamelian, August
Mandell, Geo.
Manley, Clyde
Mansfield, Robert
Mansfield, Shooting
Mantone, Tony
Marcus, A. B.
Marcan, Joe
March & Play
Marga the Mystic
Margan, Jim O.
Marion, Sidney
Marks, Grover
Marks, Mitchell
Mars, Walter J.
Marsh, James
Marsh, Jerry R.
Martel, Eddie
Martew, Terry
Martin, C. J.
Martin, Clyde E.
Martin, Fred
Martin, Joe L.
Martin, Orvil
Martin, Percy
Martinez, Luis
Marvin, James A.
Mascoe, Fred
Mason, Dr. H M Ralph
Mason, Jack
Mason, Ray
Mass, Robt.
Matthew Jr., Bennett
Matthews, Ben
Matthews, Eddie
Matthews Jr., Harry
Maxwell, Roy
Maxwello, John
May, Ray
Maynard, Ken
Mazen, Louis
Meanor, H. T.
Meek, F. L.
Meikle, G. S.
Meinel, Chas.
Melancon, Blanchard
Melville, Robt.
Menke, Capt. J. W.
Mench, Chas. L.
Meredith, L. E.
Merlino, Tony
Merriman, Ted
Metts, A. J.
Meyer, Clint V.
Meyer, Harry
Michlovitz, Israel
Milikin, George
Millard, Stanich
Miller, Dick
Millen, Joe
Miller, J. L.
Miller, Barney
Miller, Cash
Miller, Frank
Miller, Gus
Miller, H. L.
Miller, John
Miller, Leo
Miller, Leon
Miller, Lloyd D.
Miller, Paul C.
Miller, Tom
Milligan, G. P.
Milner, C.
Mincey, Bill
Mistrot, James
Mitchell, Bob
Mitchell, Eli
Mitchel, Emil
Mitchell, Danny
Mitchell, Geo. J.
Mitchell, James
Mitchell, John
Mitchell, Larry
Mitchell, Louis
Mitchell, McMillen
Mitchell, Mike
Mitchell, P. E.
Mitchell, S. W.
Mitchell, Sam
Mitchell, Tennis
Mitchell, Waso
Mitchell, Walter
Mitchell, W. W.
Mitchell, Willie
Mizner, Arthur B.
Moncus, Floyd
Money, Whitie
Monroe, Jack & Addie
Monroe, Tex
Montaleon, Louis
Montague, Jack
Montgomery, Grover
Mooney, Clyde
Moore, Chintz
Moore, Capt. Jim
Moore, Otto
Morales, Pedro
Moran, Ed
Morgan, Frank Chi
Morgan, C. Nat
Morgan, Frank J.
Morgan, J. R.
Morgan, William
Morrell, Richard
Morris, Fred L.
Morris, John
Morris, Leon
Morrison, Sandy
Morse, Joe C.
Morstad, Al
Mortenson, Mort
Morton, Charlie
Moss, Chas.
Moss, Frank
Mouton, Ben
Moyer, Tex Jimmy
Mudd, Neland
Muir, Harold
Mulkins, Geo.
Muller, Edw. P.
Muller, Geo.
Mullin, Joe
Mullins, Harry P.
Mullins, Moon
Mullins, Phil D.
Munn, Geo. W.
Munson, Johnny
Murphy, Eugene J.
Murphy, Henry Fats
Murphy, Frank
Murphy, Roy
Murphy, Tex
Murphy, V. E.
Murray, Wayne C.
Myers, Alton
Myron, Arthur
Mysto
Nance, Marvin E.
Napoles, Luis
Nation, Al
Nelson, Frank S.
Nelson, Harrie
Nelson, Jimmy (Wrestler)
Nelson, Morris
Nelson, Oscar E.
Nelson, Prince
Nercesian, J. Marcan
Nestor, Billy
Newland, Austin
Niblo, J. B.
Niblo, Prof.
Nicholes, Miller
Nickels, Leo
Nichols, Ross
Nickerson, Samuel W.
Nierman, Richard L.
Night, Paul
Niobe
Nirdle, Kenny
Nixon, R. B.
Noble, Kid
Nohlbrook, Ted
Norton, H. B.
Norton, W. K.
Nungesser, Lee Verne
Nye, B. H.
O'Brien, Harry G.
O'Brien, Lue
O'Conner, T. J.
O'Connors, James
O'Connor, Jacky
O'Curran, Happy
O'Day, Tim
O'Donnell, George
O'Hearn, Jimmie
O'Leary, Dan J.
O'Neill, Bob
O'Neil, Terry
O'Reilly, H. B.
Obie, Geo. Smokey
Oderkirk, Claude J.
Odom, Dan C.
Okada, George
Oloff, Benj.
Orbogen, Geo. C.
Orgovan, Steve
Orloff Trio
Osborn, Jim Lifters
Osborne, Leo
Oswald, Bob
Ott, Fred
Owens, Bill
Owens, Buck
Owens, Frank
Owens, George W.
Pacheco, Senor Luis
Page, Jack
Painter, Al
Palmer, G.
Palmer, Joe V.
Papp, Bert
Parker, Tommie
Parks, F. H.
Parrott, Geo. H.
Parsons, Jack & Lolabell
Pasterczyk, Edw. S.
Patrick, C. C.
Patrick, Wayman
Patterson, Chas. L.
Patterson, Pat
Paul, Jack, & Orch.
Paul, Stanley
Paulert, Al
Payne, Robert
Paynter, Cloudy Wm.
Pearce, Al
Pearson, Ralph & Aimee
Peavey, John E.
Peavy, L. W.
Pellatt, J.
Pence, Geo.
Pengelli, Prince
Penn, Philip
Peppers, Abe
Pepple, Dwight
Perdus, Charles
Perkins, Lonnie
Pernn, Lempi
Perrigo, Ernest
Perrine, M.
Peters, Billy
Peterson, E. A.
Peterson, Ernie
Petralli, Sam
Petty, Pat
Pety, Geo. Slim
Phail, P. I.
Phelan, Verdia & Thelma
Phillips, D. R.
Philips, Don
Phillips, George
Phillips, Homer
Pickett, Tommy
Pickett, Walter
Pieashi, Al
Pierce, C. C.
Pine, Edmond A.
Pines, C. A.
Pinfold, John T.
Pink, William
Pipes, Douglas
Pittman, A. A.
Pockery, Joseph
Polk, Jimmie
Pollie, Henry J.
Pollie, John C.
Pollock, Tommy
Poole, John V.
Posner, Chas.
Potter Bros.' Show
Potter, Frank
Potter, Frank W.
Potter, Myron
Potter, Ralph
Pottle, Frank W.
Prather, Henry H.
Pratt, Frank
Preston, Buck
Preston, Geo. F.
Price, Charlie
Price, S. V.
Price, Willard
Prichard, Robert
Prickett, H. D. Curley
Pridmore, T. A.
Pringle, John
Printer, L. F.
Provost, Dave
Pucos, Geo.
Pugh, George
Purcell, Jack A.
Purchase, William
Pyne, Mike
Qualls, Knox
Quey, James W.
Raabe, Clifton
Rainer, Charles C.
Raines, Grover C.
Rakes, Everette
Ralston, Glenn A.
Ralston, Thos. G.
Ramon, Chick
Ranald, Josef
Randolph, Lou
Rankin, Hob
Rankin, Howard H.
Rawlins, A. F.
Ray, Buster
Raymond, Dr.
Raymond, Geo. G.
Raymond, Nick
Rea, Ted
Read, Dwight
Readling, Charles
Redding, Lyle O.
Rearick, B. B.
Red Fox, Chief William
Red Horse, Wm.
Reddig, Jack
Redding, Ray
Reece, Larry P.
Reed, B. V.
Reed, James L.
Reed, R. W.
Reeves, Charles B.
Reeves, Steve
Regan, Art
Regan, Bob
Regan, Patrick
Rehn, George W.
Reid, John F.
Reid, W. B.
Reiner, James
Remmer, Billie
Rendon, Billy
Reno, Edw. A.
Reno, Paul
Reuter, Louis
Resnick, M. H.
Revello, Dr. Siwash
Rex, Eddie
Reynolds, Doc W. E.
Reynolds, Elmer
Reynolds, I. W.
Reynolds, Jack
Reynolds, Slim
Rhodes, C. A. Dusty
Rhodes, Elmer C.
Rhodes, H. R.
Rhodes, Sam
Rhyner, Walter L.
Ricardeau & Enid
Rice, Alvie C.
Rice, Byron A.
Richards, B. R.
Richardson, Geo.
Rideling, Ray'd
Ridenour, Fay
Ridenour, Leon D.
Riggs, W. H.
Riley, Harry X.
Rine, Edmond
Ringling, Geo. K.
Ripley, Jack
Risner, W. A.
Ritter, Art
Ritter, Beans
Rivas, Leo
Rivers, Jack
Rivers, Joe
Roach, Wm. Lloyd
Roberts, Thayer
Robinson, Carl
Robinson, Dr. C. S.
Robinson, Forrest D.
Robinson, L. J.
Rocbarge, Frenchie
Rocco, Phil
Rodgers, Jean
Rogers, Bill
Rogers, Elton
Rogers, F. Ben
Rogers, Lew Cash
Rogers, Robt.
Rogers, Wm.
Rollins, Joe
Romine, Glenn
Rooney, Charles H.
Rose, Teddy
Rosenberger, Bert
Rosenberg, Ben Murphy
Rosenheim, J. C.
Rosen, Harry
Rosenberg, C. A.
Rosier, Boots
Ross, Blackie
Ross, Roy
Ross, Stanley
Rounds, Freddie
Rounds, Jimmy
Rousier, Wm.
Rowan, W. W.
Royale, George
Rubini, Jan
Russell Jr., Bobby
Russell, Harry
Russell, Joe H.
Russell, V. W.
Ruth, Bob
Ryan, Buddy
Ryan, Geo.
Ryne, Eddie
Ryan, F. W.
Ryan, Pat J.
Sabas & Cinona
Sagan, M.
Sago, Kid
Salisbury, Bill
Salzillo, Patrick Anthony
Sanders, Paul
Sanderson, B. E.
Sanford, Dave
Sandford, L. A.
Santo, Alex
Sarg, Tony
Sarno, Nick
Satchfield, Carroll E.
Saucus, Max
Saulsberry, Robt.
Saulvan, Sammy
Savage, Jas. Leo
Sawyer, Fred
Sayer, F.
Scanlan, Dr. C. B.
Schaffer, Chas. Blackie
Schaffer, Jack
Scharding, John
Scheidler, S. J.
Schille, Fred
Schilling, George
Schillizzi, Frank
Schlager, E.
Schmidt, Walter A.
Schmidt, Walwyn
Schriber, Tony
Schneidler, R.
Schroder, Ben
Schulenburg, C. P.
Schulte, Wm.
Scott, Claude L.
Scott, L. C.
Scott, Major G. W.
Scotty, Young
Screeton, Frank
Screbneff, Willie
Seal & Lee Circus
Seiler, Ed J.
Seivers, Otis
Self, Frank
Sellers, George
Sellmer, George
Selmers, George (Whitey)
Sells, Jackie
Selzer, Louie
Sennett, the Great
Sergie, Sam
Setzer, W. W.
Sexton, A.
Seymour, Hary
Shaffer, Eldo
Shandra, Prince
Shaperio, Dave
Shartell, O. P.
Shaw, Mose
Shaw, Sir Wm.
Shea, Ted
Shelley, Jake
Shelton, Robt.
Shelton, Toby
Shelton, Toby
Shepard, Paul E.
Sheppard, W. D.
Sherman, Dan
Sherman, G. B.
Sherwood, James
Sherman, John
Sherwood, Dan
Short, F. A.
Shoat, Jess
Shoemaker, Ed
Shore, Whitey
Short, Robert
Shorty, Brownwood
Shorty, Ice Water
Shriver, Eugene
Shugart, Doc
Shultz, Charley
Sickles, Bobby
Siebrand, P. W.
Simon, Capt. Dare-Devil Leo
Simon, Harry C.
Simons, Homer
Simpson, Bill L.
Simpson, Charlie
Simpson, Ed
Simpson, Orville
Simon, Harry C.
Simpson, Jimmie
Sims, Musical
Sims, R. G.
Sincely, Concessioner
Sinclair, Charles
Singleton, O. H.
Sisher, Louis
Sisson, Barney
Skiver, Charley
Sloan, Frank
Sloane, Dr. Harry
Smail, Leo
Smartt, Cecil
Smiley, James
Smith, D. C.
Smith, Leonard
Smith, Mark
Smith, C. C.
Smith, Capt. Jerome
Smith, Everett
Smith, Herman I.
Smith, Hugh M.
Smith, G. C.
Smith, Henry (Pat)
Smith, Jack
Smith, Leonard
Smith, Vernon (Great Orlando)
Smith, W. F. (Curley)
Smith, Webb K.
Smithson, Chas. C.
Smythe, W. C.
Snare, Sammy
Snedeker, Bart
Sneathen, W. R.
Snellenberger, C. C.
Snor, Cliff
Soavi, August T.
Spangler, George
Sparks, Jesse F.
Sparpana, Joseph
Spear, Barney Toby
Spencer, Bennie
Sperling, Sam
Spheeris, Curley
Spitzer, Harry
Sponhem, Jasper B.
Spratt, C. G.
Spring, Tony
Sprinkle, J. E.
Sprout, Gordon
St. Clair, Harry
St. Charles, F.
St. Johns, Art
St. Louis, Alston
Stager, R. B.
Stanley, Geo. & Lizzie
Stanley, Goldbluck
Stanley, Owen
Stanley, Paul
Stanley, Prof.
Stanley, Ready
Stanley, Robert
Star, Fred
Star, Raymond
Stark, Blackie
Starkey, Frank E.
Steiz, J. B.
Stephens, Coy
Stevens, Dale
Stevens, Elmer
Stevens, Johnny
Stewerts, Royal
Stick, Lee
Stiles, Robert T.
Stillman, Francis
Stockton, Fred
Stoddard, E. L.
Stoltz, Lloyd F.
Stone, B. James
Stone, Eddie Geo.
Stone, Harry
Stone, John Mason
Stone, O. L.
Stone, Si
Stone, Virgil
Storkey, John
Storm, Frank L.
Stout, Miner K.
Strand, Stanley
Stringer, Doc
Struble, O. F.
Sturgis, Ed Pete
Sullivan, Fay
Sullivan, Wm. Lee
Sunil, Prince
Sunshine, Doc
Swain, W. I.
Swanson, C.
Swartz, Dr.
Sweeney, Thos. L.
Sweet, Charles
Swiehart, William
Swinger & Swinger
Swisher, Clifford
Swisher, F. C.
Sylvester, Bob
Talbot, Harley
Talbert, Homer
Talbot, Hugh
Tallie, Geo.
Tate, Dr. N. F.
Tate, Randolph
Taylor, Andy
Taylor, Berche
Taylor, Bille
Taylor, Chas.
Taylor, Geo. H.
Taylor, Ray
Taylor, R. Ferris
Taylor, Russell
Teisenberg, Albert
Templeton, Patrick G.
Tennyson, Dave
Termoat, Oliver
Terrell, Billie
Terry, James C
Teska, Adam
Tesler, Tom
Texas State Show
Thomas, Chas. M.
Thompson, Earl
Thomas, Fred J.
Thompson, Hal
Thomas, Jack E.
Thomas, Louis
Thomas, W. B.
Thomas, Wilfred
Thompson, Edw. J.
Thompson, Forest
Thompson, Mike
Thompson, Roy V.
Thorner, E. F.
Thurman, Joe
Tidwell, Ted
Tierney Family
Tilton, Jimmie
Timms, Henry
Tindell, Dan B.
Tinsch, Frank
Tisdale, H.
Tofain, James
Tolliver, E. G.
Tom, Frank
Tommy, Geo.
Tomson, C. M.
Tonkin, Walter
Torbert, James L.
Towe, Paul
Townson, C. M.
Townsend, C. L.
Toy Folks
Townsend, Wm.
Traver, Geo. W.
Travor, George W.
Travers, Roy
Treat, T. E.
Treen Jr., W. F.
Tribbens, Merele L.
Trimper, Granval
Tripp, George
Trouson, Rube
Trout, Rex
Troyan, John
Troyk, Wm. F.
Trueblood, C. D.
Tucker, Bobbie & Billie
Tucker, Lee
Tucker, W. J.
Turley, Hugh O.
Turner, Bulldog Joe
Turner, J. C.
Turner, W. E.
Tyree, Jay
Valentine & Bell
Valier, Buddy
Van, Tattoo
Van, Jack G.
Van, Mr. Jennie
Van Velzer, Don
Vance, Glea F.
Vardell, Frank & Mina
Varnell, Wesley
Vernick, Joe
Vernon, Wally
Vevea, Ernest
Villeponteaux, Harry
Virgil, the Magician
Vogel, Ralph
Vondey, Fred
Voorhies, Ben H.
Voorhis-Thiebout Co.
Wacasey, W. H.
Waddell, Doc
Wade, Robt.
Walberg, Kenneth
Walker, Garnet
Walker, James C.
Wallace, Jerry
Walker, Jim
Wallace, Jimmie
Waller, William
Wallick, Marion
Wallice, Bert
Walsh, Fred Polock
Warb, Kemper
Warren, B. Doc
Warren, Bert
Washington, Edw. H.
Watson, Louis
Watson, P. W.
Watson, Sam
Watts, Tex
Wayli, Jack
Webb, Amos
Webb, Joe B.
Webb, Joe E.
Webster, George H.
Weckesser, Alfred
Weeks, Gerald
Weese, Otto
Weiner, Earle
Weinnerstein, Louis
Weintraub, Sam B
Weir, Lew
Weirick, Wilbur
Weiss, Dave
Welch Jr., W. O.
Welliver, Col. W. E.
Wellone, James
Wells, Dellmo
Wendt, Charles
Werner, George
Wesselman, L. B., Show
West, James S.
West, Stanley
West, W. R. Billy
Western, Jimmie
Western, John W.
Whalon, John
Wharton, M. G.
Wheeler & Wheeler
Wheller, Leo
Wherry, Harry
Whetten, F. D.
Whisner, William Porter
Whitaker, Geo. A.
White, H. S.
Whitefield, Harry
White, Austin R.
White, Charles E.
White, Clark
White, Frank
White, Jack V. P.
White, John C.
White, Paul E.
Whitney, Edgar C.
Whitney, E. S.
Whittaker, K. C.
Whittington, Fred
Wickett, Martin
Wiggins, Chester R.
Wilbur, Jack
Wilhelm, Eugene
Wilkerson, Carlis A.
Wilkerson, Geo.
Wilkerson, John
Wilkinson, H. W.
Williams, F. X.
Williams, Ben L.
Willus, Billy
Williams, Cow-Boy Jack
Williams, GeorgeL.
Williams, HaroldC.
Williams, John H.
Williams, Les C.
Williams, T. D.
Williams & Williams
Williamson, D. W.
Willie-West & McGinty
Willmans, Earl
Wilson, Alex
Wilson, Bill & Margaret
Wilson, Charlie
Wilson, Doc D. L.
Wilson, Eddie
Wilson, Fred
Wilson, Harry E.
Wilson, Harvey
Wilson, J. C.
Wilson, J. D. B.
Wilson, Johnny W.
Wilson, Robert Blackie
Wilt, C. K.
Wiltse, Cash
Winkle, Milt
Winnie, Dave
Winstead, W. E.
Winters, Billie F.
Winters, J. G.
Winters, Sig
Wolever, Jack
Wolf, Bennie
Wonder, Tom & Betty
Wood, Douglas A.
Wood, Frank W.
Woodall, Gus
Woodruff, Harry
Woods, Bryan
Woods, Marcus J.
Woolrich, C. H.
Woodward, Ernie
Workely, Al
Woznick, F. J.
Wright, Fred W.
Wright, Horace
Wright Jr., Jack
Wyatt, W. J.
Wyninegar, H. L.
Wyble, Paul
Yavorn, Albert
York, Berry M.
York, R. Dick
Young, Green

See LETTER LIST on page 97

NOTICE!

TO HOLIDAY GREETING CARD SENDERS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard, be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

CONVENTIONS

ALABAMA

Huntsville—Woodmen of World. March —. H. A. Cook, Box 728, Montgomery, Ala.

ARIZONA

Globe—F. & A. Masons. March 8-11. H. A. Drachman, Box 229, Tucson, Ariz.

ARKANSAS

Little Rock—State Soc. Sons Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway, Ark.

Little Rock—State Fraternal Congress. Feb. 13. Mrs. A. Benton.

CALIFORNIA

Pasadena—Amer. Farm Bureau Fed. Dec. 9-10. W. R. Ogg, 58 E. Washington st., Chicago, Ill.

San Francisco—Western Fairs Assn. Dec. 11-12. Chas. W. Paine, Sacramento, Calif.

San Francisco—Ind. Order of Foresters. Jan. —. E. N. Cameron, 170 Velencia st.

COLORADO

Denver—State Grange Assn. Jan. 19-21. Rudolph Johnson, Boulder, Colo.

Denver—Farmers' Co-Op. Union. Jan. 19-20. J. Patton, Wilda Bldg.

Denver—State Stock Growers' Assn. Jan. 16-19. B. F. Davis.

CONNECTICUT

Bridgeport—P. of H., State Grange. Jan. 12-14. Ard. Welton, Box 135. Plymouth, Conn.

Hartford—State Nurserymen's Assn. Jan. 15. P. J. Cassio, 2259 Albany ave.

Hartford—F. & A. Masons. Feb. 3-4. Winthrop Buck, Masonic Temple.

Hartford—Assn. of Conn. Fairs. Feb. 16. Hallie G. Root, Box 1505.

DELAWARE

Smyrna—P. of H., State Grange. Dec. 9. Mrs. S. Carpenter, R. 1, Wilmington.

DISTRICT OF COLUMBIA

Washington—Order of Odd Fellows. Jan. 27. H. Andresen, 419-23 7th st., N. W.

Washington—Order of Red Men. Feb. 8-9. W. M. Alexander, 4106 5th st., N. W.

Washington—Knights of Pythias. Feb. 19. W. A. Kimmel, 1012 9th st., N. W.

ILLINOIS

Carbondale—State Hort. Soc. Feb. 3-5. Joe E. Hale, Salem, Ill.

Chicago—Natl. Assn. Amusement Parks, Nov. 30-Dec. 4. A. R. Hodge, Suite 317, Hotel Sherman.

Chicago—Internatl. Assn. Fairs & Expos. Dec. 1-2. R. T. Hemphill, Box 974, Oklahoma City, Okla.

Chicago—State Nurserymen's Assn. Jan. 12-14. M. W. Bryant, Princeton, Ill.

Chicago—Coin Machine Conv. & Exhibit. Jan. 11-14. Joe Huber, 120 S. LaSalle st.

Chicago—Natl. Fraternal Congress. Feb. 22-23. F. F. Farrell, 30 N. LaSalle st.

Kewanee—P. of H., State Grange. Dec. 8-10. C. W. Kleckner, 521 Summer st., Rockford.

Peoria—Natl. Pigeon Assn. Jan. 19-23. H. P. Baldwin, Box 502, Kansas City, Mo.

Rockford—State Farmers' Inst. Feb. 17-19. H. O. Allison, 402 Centennial Bldg., Springfield.

INDIANA

Ft. Wayne—Amer. Rabbit & Cavy Breeders' Assn. Nov. 25-28. A. Weygandt, 7408 Normal ave., Chicago, Ill.

Indianapolis—State Florists' Assn. Jan. 12. W. Brandlein, 3359 Blvd. Place.

Indianapolis—State Assn. County & District Fairs. Jan. 5. Frank J. Claypool, Muncie, Ind.

La Fayette—State Live-Stock Breeders' Assn. Jan. 13. Claude Harper.

IOWA

Clinton—State Poultry Men's Assn. Dec. 14-15. C. Smith.

Des Moines—State Farm Bureau Fed. Jan. 20-22. V. B. Hamilton, 805 Valley Bank Bldg.

Des Moines—State Fair Managers' Assn. Dec. 7-8. E. W. Williams, Manchester, Ia.

KANSAS

Abilene—P. of H., State Grange. Dec. 8-10. R. M. Ferris, Osage City, Kan.

Dodge City—State Poultry Breeders' Assn. Jan. 11-16. Thos. Owen, R. R. 7, Topeka, Kan.

Manhattan—State Hort. Soc. Dec. 3-4.

Topeka—State Board of Agriculture. Jan. 13-15. J. C. Mohler, State House.

Wichita—A. F. & A. Masons. Feb. 17-18. E. F. Strain, Mas. Gr. Lodge Bldg., Topeka.

KENTUCKY

Louisville—State Soc. of Florists. Dec. 3. H. F. Bunton.

LOUISIANA

Baton Rouge—Order of Odd Fellows. March 8-10. Claude Ford, 830 S. 18th st.

New Orleans—F. & A. Masons. Feb. 1-3. D. Laguens Jr., Masonic Temple.

New Orleans—R. A. & R. S. Masons. Feb. 2-3. C. C. Brown, 918 Masonic Temple.

New Orleans—Knights Templar. Feb. 4. A. B. Davis, 1100 Masonic Temple.

MAINE

Portland—State Soc. Sons Amer. Revolution. Feb. 22. W. B. Hall.

MARYLAND

Baltimore—R. A. & R. & S. Masons. Dec. 9. G. A. Eitel, Masonic Temple.

Baltimore—State Farm Bureau Fed. Jan. 12-15. C. Wise Jr., Sherwood Bldg.

Baltimore—Order of Odd Fellows. March 16. W. A. Jones, I. O. O. F. Temple.

Hagerstown—P. of H., State Grange. Dec. 1-3. Ed F. Holter, Middletown, Md.

MASSACHUSETTS

Boston—State Soc. Sons of Revolution. Jan. 16. E. H. Kittredge. 60 Congress st.

Boston—N. E. Nurserymen's Assn. Jan. 26-27. H. P. Kelsey Jr., E. Boxford, Mass.

Boston—State Agrl. Fairs Assn. Jan. 21-22. A. W. Lombard, 136 State House, Boston.

Boston—Odd Fellows' Encampment. March 4. George H. Fuller, 170 Newbury st.

Springfield—P. of H., State Grange. Dec. 8-10. E. H. Gilbert, North Easton, Mass.

Worcester—State Farm Bureau Fed. Dec. —. H. S. Russell, Waltham, Mass.

Worcester—Union Agrl. Meeting. Jan. 6-8.

MICHIGAN

Detroit—Ind. Order of Foresters. Feb. —. Victoria Lewandowsky, 15362 Pinehurst ave.

Detroit—Mich. Assn. of Fairs. Jan. 21-22. Chester M. Howell, Chesaning, Mich.

E. Lansing—State Gladiolus Soc. Dec. 5. W. J. Dittman, 15446 Ardmore ave., Detroit.

Grand Rapids—State Hort. Soc. Dec. 1-2. H. D. Hootman, E. Lansing, Mich.

Lansing—Veterans of Foreign Wars. Dec. 5. A. Thomas, 704 E. Jefferson st., Detroit.

Lansing—State Farm Equipment Assn. Dec. 8-10. S. E. Larsen, 653 Otillia st., Grand Rapids.

MINNESOTA

Minneapolis—State Florists' Assn. March —. C. A. Mathes, 1326 Osceola ave., St. Paul.

St. Paul—Veterans Foreign Wars, State Dept. Commanders & Adjutants. Dec. —. E. J. Lloyd, 1026 Beech st.

St. Paul—State Farm Bureau Fed. Dec. 28-29. J. S. Jones, Shubert Bldg.

St. Paul—A. F. & A. Masons. Jan. 20-21. John Fishel, Masonic Temple.

MISSISSIPPI

Vicksburg—R. & S. Masons. Feb. 18. E. L. Faucette, Meridian, Miss.

MISSOURI

Kansas City—Western Assn. of Nurserymen. Jan. 5-7. G. W. Holsinger, Rosedale Sta., Kansas City, Kan.

NEBRASKA

Lincoln—Organized Agriculture. Jan. 4-8. W. H. Brokaw, Agrl. College, Lincoln.

Lincoln—State Assn. of Fair Managers. Jan. 18-20. Chet G. Marshall, Arlington, Neb.

McCook—Farmers' Equity Union. Jan. —. C. Calame. Greenville, Ill.

Omaha—Farmers' Educ. & Co-Op. Union. Feb. 10-11. E. L. Shoemaker, 39th & Leavenworth sts.

Omaha—R. & S. & R. A. Masons. Dec. 1-2. L. E. Smith, 401 Masonic Temple.

NEW HAMPSHIRE

Concord—P. of H., State Grange. Dec. 8-9. J. A. Hammond, Laconia, N. H.

NEW JERSEY

Atlantic City—Botanical Soc. of Amer. Dec. 29-Jan. 1. Dr. L. C. Petry, Cornell Univ., Ithaca, N. Y.

Atlantic City—State Hort. Soc. Dec. 8-10. A. J. Farley, College Farm, New Brunswick.

Trenton—Agrl. Week & N. J. Farm Show. Jan. 26-29. Wm. C. Lynn, Dept. of Agriculture.

NEW MEXICO

Albuquerque—State Soc. Sons Amer. Revolution. Feb. 22. F. Ward, 607 Sunshine Bldg.

Santa Fe—F. & A. Masons. March 15-17. A. A. Keen, Box 535, Albuquerque, N. M.

Santa Fe—Knights Templar. March 19. A. A. Keen, Box 535, Albuquerque, N. M.

NEW YORK

Albany—State Assn. Town Agrl. Socs. Feb. 16. Clyde E. Shults, Hornell.

Albany—State Assn. Co. Agrl. Socs. Feb. 16. G. W. Harrison, 131 N. Pine ave.

Ithaca—Farmers' Week. Feb. 15-20. R. H. Wheeler, Roberts Hall, Ithaca.

Rochester—State Hort. Soc. Jan. 12-15. R. P. McPherson, R. F. D. 2, Le Roy, N. Y.

NORTH DAKOTA

Grand Forks—R. & S. Masons. Jan. 27-28. W. L. Stockwell, Box 1269, Fargo.

Grand Forks—State Farmers' Grain Dealers Assn. Early in Feb. C. Conway, Jamestown, N. D.

OHIO

Columbus—State Fair Managers' Assn. Jan. 12-14. Mrs. D. A. Detrick, Bellefontaine, O.

Columbus—State Bro. of Magicians. Jan. 29-30. S. W. Reilly, 1853 Bryden road, Columbus.

Columbus—State Hort. Soc. Feb. 1-4. F. H. Beach, State Univ., Columbus.

Columbus—Ind. Theater Owners of Ohio. Dec. 1-2. P. J. Wood.

Toledo—State Farmers' Grain Dlrs.' Assn. Feb. 21-22. C. S. Latchaw. Box 128, Fostoria, O.

OKLAHOMA

Guthrie—A. F. & A. Masons. Feb. 9-11. C. A. Sturgeon, Masonic Temple.

Stillwater—P. of H., State Grange. Dec. 1-3. Mrs. M. Newland, 320 N. 8th st., Ponca City.

OREGON

Hood River—State Hort. Soc. Dec. 11-12. O. T. McWhorter, Agrl. Hall. Rm. 136, Corvallis.

Portland—State Soc. Sons Amer. Revolution. Feb. 22. G. Dryer, 207 U. S. Bank Bldg.

PENNSYLVANIA

Altoona—P. of H., State Grange. Dec. 8-9. J. H. Light, Harrisburg.

Johnstown—R. & S. Masons. Jan. 19. S. C. Wolfe, 316 1st Natl. Bk. Bldg., Williamsport, Pa.

Johnstown—State Outdoor Adv. Assn. Jan. 18-19. Tom Nokes, 301 Central ave.

TENNESSEE

Chattanooga—Shrine Directors' Assn. of N. A. March 10-12. L. C. Fischer, Box 635, Charleston, S. C.

Nashville—State Nurserymen's Assn. Latter part of Jan. G. Bentley, Univ. of Tenn., Knoxville.

Nashville—F. & A. Masons. Jan. 27. T. T. Doss.

Nashville—State Hort. Soc. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.

TEXAS

Austin—State Assn. Teachers of Dancing. Dec. 28-29. Miss F. Bleeker, Ft. Worth.

Big Springs—P. M., Odd Fellows. Jan. 18. J. A. Kee, 215 W. Belknap st., Ft. Worth.

Corsicana—Order of Odd Fellows. March 15-17. S. M. Williams, 516 Linz Bldg., Dallas.

Dallas—State Agrl. Assn. Dec. —. E. L. Corbin, 311 S. Windemere st.

El Paso—American Natl. Live-Stock Assn. Jan. 12-14. F. E. Mollin, 515 Cooper Bldg., Denver. Colo.

El Paso—S. Western Live Stock & Agrl. Assn. Feb. 22-25. W. S. Foster, 523 U. S. Court House.

Waco—A. F. & A. Masons. Dec. 2-3. W. B. Pearson, Box 446.

UTAH

Salt Lake City—F. & A. Masons. Jan. 19-20. S. H. Goodwin, 650 E. So. Temple.

Salt Lake City—State Farm Bureau. Jan. —. T. Welling.

VIRGINIA

Richmond—State Assn. of Fairs. Jan. 25-26. C. B. Ralston, Box 482, Staunton, Va.

Richmond—A. F. & A. Masons. Feb. 9-11. J. M. Clift, Masonic Temple.

WASHINGTON

Yakima—State Farm Bureau Fed. Nov. 25. C. Baker, Walla Walla, Wash.

WISCONSIN

Madison—Farmers & Home Makers' Week. Feb. 1-5. K. Hatch, College of Agr., Madison.

Milwaukee—State Assn. of Fairs. Jan. 4-6. J. F. Malone, Beaver Dam, Wis.

WYOMING

Laramie—State Farm Bureau. Dec. —. R. H. Fuesner, Box 87, Basin, Wyo.

CANADA

Calgary, Alta.—Veteran Odd Fellows' Assn. March 11. G. Henderson.

Calgary, Alta.—Knights of Pythias. March 10-11. W. T. Bannan, 560 2d st., Medicine Hat.

Calgary, Alta.—Order of Odd Fellows. March 11-12. A. B. Ballentine, 203 I. O. O. F. Temple.

Montreal, Que.—F. & A. Masons. Feb. 10. W. Williamson.

Toronto, Ont.—United Farmers' Assn. Nov. 25. H. Hannan, 28 Duke st.

Winnipeg, Man.—State Hort. Assn. Feb. —. J. Walker, 245 Legislative Bldg.

Winnipeg, Man. — Western Can. Assn. of Exhns. Jan. 18-19. Sid W. Johns, Saskatoon, Sask.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Coming Events

These dates are for a five-week period.

ALABAMA

Anniston—Indoor Circus. Dec. 10-18. Central Labor Union.

CALIFORNIA

Huntington Beach—Christmas Frolic. Dec. 21-26. Chamber of Commerce.

Los Angeles—Great Western Live-Stock Show. Dec. 14-19. R. P. Correll, Sta. K.

CONNECTICUT

Hartford—Auto Show. Nov. 28-Dec. 5. Arthur Fifoot, 162 Wells st.

New Britain—Masonic Circus. Nov. 30-Dec. 5. Henry W. Rice.

DELAWARE

Lewes—Harvest Festival. Nov. 26. Chamber of Commerce.

ILLINOIS

Brockport—Amer. Legion Christmas Fair. Week before Christmas. Amer. Legion.

Chicago—Showmen's League Banquet & Ball. Dec. 2.

Chicago—Trade Show of Amusement Parks, Pools & Beaches. Nov. 30-Dec. 4.

INDIANA

Brookville—Eagles Indoor Fair. Last week in November.

Evansville—Shrine Circus. Nov. 23-28.

KENTUCKY

Louisville—Auto Show. Nov. 30-Dec. 5.

Maysville — Tobacco Festival. Nov. 25-28. Helen Dillin.

MARYLAND

Baltimore—Auto Show. Nov. 28-Dec. 5. John E. Raine, 1200 St. Paul st.

MASSACHUSETTS

Boston—New England Food & Home Expo. Nov. 30-Dec. 5. Mass. Retail Grocers' Assn.

Springfield—Auto Show. Nov. 30-Dec. 5. H. W. Stacy, 121 Lyman st.

MICHIGAN

Detroit—Detroit Jr. Live-Stock Show. Dec. 8-11. W. J. Chambers, Stock Yards.

Detroit—Intl. Consumers' Petroleum Expo. Convention Hall. Dec. 5-13.

MINNESOTA

Barnesville—Christmas Holiday Festival. Week of Dec. 25. Booster Club.

Minneapolis—Auto Show. Nov. 21-28. G. K. Belden, 1936 Lyndale ave., S.

St. Paul—Farmers & Home-Makers' Week. Dec. 28-31.

MISSOURI

Kansas City—Auto Show. Nov. 21-29. C. M. Woodard, Hotel President.

Palmyra—Festival. Nov. 26.

Kansas City—H. of A. Showman's Club Banquet & Ball. Dec. 31.

NEBRASKA

Neligh — Christmas Celebration. Dec. 24. Chamber of Commerce.

Wakefield — Christmas Program. Christmas Week. Lions Club.

NEW JERSEY

Newark—Auto Show. Nov. 21-28. Claude E. Holgate.

NEW YORK

New York—Natl. Expo. of Power & Mechanical Eng. Nov. 30-Dec. 4. Intl. Expo. Co., 480 Lexington ave.

Syracuse—Shrine Circus. Week Nov. 30. Frank Wirth.

NORTH CAROLINA

Raleigh—Police Frolic. Dec. 15-17. J. S. Upchurch, dir.

OHIO

Cleveland—Auto Show. Nov. 21-28. Herbert Buckman, 226 Public Auditorium.

Cleveland—Children's Show, Public Aud. Dec. 23-Jan. 1. Harry M. Hirsch.

OREGON

Portland—Auto Show. Nov. 22-29. J. Cassell, 408 Artisans Bldg.

PENNSYLVANIA

Ellwood City—Christmas Festival. Dec. 21-25.

TEXAS

El Paso—Sun Carnival. Dec. 28-Jan. 3. Verne Newcombe.

Mission—Texas Citrus Fiesta. Dec. 4-6. S. M. Patterson.

Plainview—Turkey Show. Dec. 2-3.

WISCONSIN

Milwaukee—Auto Show. Nov. 21-28. P. E. Hanson, Box 814.

CANADA

Montreal, Que.—Auto Show. Nov. 21-28. A. Levesque, Mt. Royal Hotel.

Winter Fairs

ARIZONA

Tucson—Fiesta, Rodeo and Live-Stock Show & Sale. Feb. 19-22. A. H. Condron.

CALIFORNIA

Imperial—Imperial Co. Fair. March 6-14. D. V. Stewart.

San Bernardino — National Orange Show. Probably March 11-21. Wm. Starke, mgr.

South San Francisco—Interstate Junior Live-Stock & Baby Beef Show. March 21-25. E. W. Stephens, gen. mgr.

COLORADO

Denver—National Western Stock Show. Jan. 16-23. C. R. Jones, mgr.

FLORIDA

Bowling Green—Hardee Co. Strawberry Festival. Jan. 11-16. E. S. Holman.

Brooksville—Hernando Co. Fair. Dec. 11-12. C. D. Newbern Jr.

Ft. Myers—Southwest Fla. Fair. Feb. 9-13. Hugh A. Senneff.

Largo—Pinellas Co. Fair. Jan. 12-16. Wm. Gomme.

Melbourne—Brevard Co. Fair. March 1-6. Ernest H. Wade, gen. mgr.

Orlando—Central Fla. Expo. Feb. 15-20. Crawford T. Bickford.

Plant City—Fla. Strawberry Festival. First week in March. H. H. Huff.

Tampa—Fla. Fair & Gasparilla Assn. Jan. 26-Feb. 6. P. T. Strieder, gen. mgr.

Winter Haven—Florida Orange Festival. Jan. 18-23. John F. May.

ILLINOIS

Chicago—International Live-Stock Expo. Nov. 28-Dec. 5. B. H. Heide, Union Stock Yards. Chicago.

IOWA

Ackley—Four-County Fair. Nov. 23-27. Martin J. Ryken.

LOUISIANA

Lafayette—S. La. Mid-Winter Fair. Jan. 15-17. Sidney J. Bowles.

OHIO

Columbus Grove—Putnam-Allen Fair. Dec. 21-24. T. M. Teegardin.

SOUTH CAROLINA

Bowman—Bowman, Murry & East Middle Community Fair. Nov. 23-28. B. C. Friday.

Brunson—Hampton Co. Fair. Nov. 23-28. W. F. Hogarth.

TEXAS

Dallas—Texas Centennial Central Expo. in Fair Park. June 6-Nov. 29.

El Paso—S. Western Live Stock & Agrl. Assn. Feb. 22-25. W. S. Foster.

Fort Worth—Southwestern Expo. & Fat Stock Show. March 12-21. John B. Davis.

Harlingen—Lower Rio Grande Valley Mid-Winter Fair. Dec. 2-6. Manager Williams.

San Angelo—San Angelo Fat Stock Show. March 6-9. J. C. Deal.

UTAH

Ogden—Ogden Live-Stock Show. Jan. 8-14. E. J. Fjeldsted.

CANADA

Guelph, Ont.—Ont. Prov. Winter Fair. Dec. 1-3. L. E. O'Neill.

Toronto, Ont.—Royal Agrl. Winter Fair. Nov. 18-26. A. P. Westervelt.

Poultry Shows

These dates are for a five-week period.

CALIFORNIA

Pasadena—Dec. 17-20. Claude A. Porter, 337 Central st., Los Angeles.

CONNECTICUT

Manchester—Dec. 9-12. Chas. J. Johnson.

New Haven—Dec. 5-7. Earl R. Texido, 831 Chapel st.

Norwich—Dec. 2-4. Robt. F. Jones, 445 Main st.

Willimantic—Dec. 16-19. D. D. Cavanaugh, North Windham, Conn.

INDIANA

Kokomo—Dec. 6-9. C. M. Bowyer, 1018 N. Wabash st.

IOWA

Dubuque—Dec. 2-6. Shelby Potter, 1734 Central ave.

KANSAS

Minneapolis—Dec. 2-5. Chas. Weidler.

Newton—Dec. 2-4. O. C. Sharits, 422 E. 9th st.

MAINE

Portland—Dec 9-11. C. T. Adams, Kennebunkport, Me.

MARYLAND

Smithsburg—Dec. 1-3. R. K. Fry.

MASSACHUSETTS

Boston—Dec. 30-Jan. 3. Albert C. Rau, 327 Park Sq. Bldg.

MINNESOTA

Alexandria—Dec. 2-6. H. Hanson.

MISSOURI

Joplin—Dec. 1-6. Ray Ward, E. 4th st.
Kansas City—Last week in Dec.

NEW JERSEY

Flemington—Nov. 26-28. Walter H. Cubbage, Ringoes, N. J.

NEW YORK

Rochester—Nov. 30-Dec. 5. E. G. Jones, Box 472.
White Plains—Nov. 27-29. C. H. Chapman, Pleasantville, N. Y.

NORTH DAKOTA

Minot—Dec. 8-12. Burt E. Stewart.

OHIO

E. Liverpool—Dec. 7-12. Luther Hall.

PENNSYLVANIA

Pittsburgh—Dec. 15-20. Harry J. Singer, R. D. 1, Box 153A, McKeesport, Pa.
Uniontown—Dec. 31. Jos. Yarris, 43 Lawton ave.

RHODE ISLAND

Providence—Dec. 11-13. Francis Dufresne, Apponaug, R. I.
Westerly—Nov. 26-28. Earl F. Wills, Box 124.

Dog Shows

These dates are for a five-week period.

CALIFORNIA

Los Angeles—Nov. 28-29. John Bradshaw. 1814 S. Grand ave.
Palm Springs—Dec. 13. Jack Bradshaw, 1814 S. Grand ave., Los Angeles.

MICHIGAN

Detroit—Nov. 29. A. W. Bow, 17570 Heyden ave.

NEW JERSEY

Newark—Dec. 6. Foley, Inc., 2009 Chestnut st., Phila., Pa.

NEW YORK

Brooklyn—Nov. 29. Mrs. H. J. Wilson, 64 Mackay Place.
New York—Dec. 5. Foley, Inc., 2009 Chestnut st., Phila., Pa.
White Plains—Dec. 13. W. R. Van Dyck.

MANY WEST COAST——

(Continued from page 82)

Los Angeles, will go to Japan in February for seven weeks of industrial expositions under contract to Charley Hugo. John Alexander Pollitt will be a member of the Hugo party going to Japan. Hugo left Monday for New York; then, it was stated, he will join the A. B. Marcus show in Montreal. This show, it was stated, goes back to the Orient. George Moffat, it was stated, has added a lot of equipment for next season. MGM Studios reported as getting ready for big outdoor show film, Spencer Tracy as the star. The Safari Club, all showfolk, will elect officers this week, and get the winter program under way. first outing Thanksgiving Day.

HEART OF AMERICA——

(Continued from page 82)

sociate owner of Western States Shows. Ruback was born and reared in Kansas City.

The membership drive is creating a great deal of interest and from the number of letters the secretary of the club receives as to when the contest closes it looks like everybody is interested. December 31 is the closing date, and all applications must be in the mail and post-marked on or before that date. The week-end standing in the drive is as follows: Harry Altshuler in first place, Jake Brizendine in second place, Orville Hennies in third place and Toney Martone in fourth place. A letter from Brizendine stated that he is holding back and that the next time he goes in first place he intends to stay there.

The club decided to join with the ladies of the Auxiliary in holding a tackey dance December 30. Harry Duncan, chairman of the entertaining committee and in charge of the banquet tickets, being assisted by Ellis White, reported that they are sure of a sell-out and that all members are requested to make reservations as soon as possible.

Donations to the hospital and cemetery fund are coming in and this week's donation from the Al C. Hansen Shows was greatly appreciated and puts the total close to the $1,000 mark.

Some of the old members that received their new cards: Joe Roselli, E. Johnson, C. I. Levin, Paul Parker. W. P. McDonald, Henry Duncan, Jack C. Wright, John Francis, Col. Dan MacGugin, La Motte Dodson and C. F. Zeiger.

The new members that have been added to the club during the past week are Vince Books, C. C. Hutchinson, Thomas L. Cook, Walter White, Sam Eddy, B. W. Smith, Owen M. Dauphinee. Whity Sanders, Charles C. Campbell, W. L. Mellor, Homer Gilliland, John J. Kline, Nate Miller, R. C. Illion, J. Ed Brown, Murry Golberg, George McCarthy, Stanley Graham, C. D. Odom. Lew Dufour, Victor Walter, Simon Ehrlich, Joseph I. Goodman, Donald S. Crowe, W. J. Collins, Frank D. Shean, Joseph L. Streibich and John Caterino.

Members of this club are very sorry to learn of the sickness and operation of Mrs. Hattie Howk, who is confined to the Menorah Hospital. Her doctor stated she is getting along nicely, but will have to remain in the hospital for at least another week.

LADIES' AUXILIARY.

Club held its second meeting of the season with 20 members present.

A short business meeting was held and a definite date was set for the bazaar to be held December 17 and 18. Four new members added: Edna McDonald, Mrs. Billy Hutchinson. Ceil Martin and Dorothy Shannon. With these new members, membership drive stands: Dorothy Hennies, 16; Relly Castle, 15; Hattie Howk, 13, and Vivian Wilcox, 4.

After the meeting adjourned card tables were brought out and an evening of bridge and pinochle was enjoyed by all present. Prizes being won by Helen Brainerd Smith, Louis Parker, Edna McDonald and Molly Ryan. Refreshments were ice cream, coffee and cake. The cakes being donated by Margaret Haney, Toots Riley and Vivian Wilcox.

ST. LOUIS——

(Continued from page 82)

with Fairly-Martone Shows. Mr. and Mrs. Strout left Tuesday to spend next week in their home town, La Salle, Ill., after which they will journey to Chicago.

Mr. and Mrs. Walter A. White, of Johnny J. Jones Exposition, spent a day in this city en route from winter quarters of shows in Augusta, Ga., to their home, Quincy, Ill., where they will sojourn until they depart for Chicago meetings.

L. S. (Larry) Hogan, general agent Beckmann & Gerety carnival attractions, is in the city in interest of the shows.

Mr. and Mrs. Dee Lang, of Dee Lang Shows, and Mr. and Mrs. Charles T. Goss, of the Standard Chevrolet Company, of East St. Louis, Ill., returned to the city today after a two weeks' trip thru the South, which they climaxed with a visit to Texas Centennial at Dallas.

Harry Failer, of the Byers Bros.' Shows, arrived this week and will remain here for winter months with his parents as usual.

Robert (Bob) Mansfield, past season on Strates Shows, departed for Florida Monday, where he will remain for the winter. He spent two weeks with wife and baby here.

Mr. and Mrs. Curt Rea, who for past 14 years have had "bingo" game on Oliver Amusement Company, are spending winter months in Los Angeles, where they are located with relatives.

Sam Gordon, superintendent of concessions on Beckmann & Gerety carnival, returned to his home town today and will locate here as usual for the winter.

Mr. and Mrs. George Davis, who were on Johnny J. Jones Exposition the past season, also returned to their home here today and will reside there until next spring.

Harry Taylor, promoter, is at present in the city arranging several events for some Southern Illinois cities. He arrived last week from the Pacific Coast.

Missouri Show Women's Club held first meeting of season Thursday, November 12, in clubrooms at American Hotel. First Vice-President Kathleen Riebe presided in absence of President Catherine Oliver. Following the usual business session a lunch was served to those present.

Mrs. Mabel Pierson and Mrs. Alton Pierson, of Sol's Liberty Shows, were St. Louis visitors for several days. Mrs. A. Clayton, also of Sol's Shows, accompanied them on the trip.

Elmer Brown, general agent of Dee Lang Shows, has decided to stay in St. Louis sector during the winter except at such times when he goes out of city in the interest of the shows, having been engaged for season of 1937.

LETTER LIST——

(Continued from page 95)

Young, Jack K.
Youngblood, W. W.
Zane, Lee
Zeno, Joe
Zenoz, L.
Zimmerman, Clinton
Zimmy, Legless Swimmer
Zomar, Prince
Zschille, Fred
Zulong, Eric
Zumalt, Roy P.

MAIL ON HAND AT
CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Ladies' List

Adkins, Mrs. Inaze
Anderson, Mrs. May
Andrews, Agnes
Bair, Mrs. Marie
Barrow, Bobbie
Belmont, Mrs. Gertrude
Brightwell, Evelyn
Burke, Mrs. Gladys
Castle, Betty (Marcella's Dancers)
Chan, Blossom
Clay, Madam Rose
Coleman, Mrs. Lillian (Babe)
Cottom, Miss Clyde
DeGlenn, Mrs. Mae
Downing, Gertrude E.
Emery, Evelyn
Felton, Betty
Flinn, Mrs. Pearl
Gibbs, Ruth
Gilky, Ethel
Graber, Betty Lorraine
Grahman, Mrs. Frances
Grant, Genevieve
(Modern Venus)
Gump, Mrs. Andy
Honey, G.
Jewell, Catherine
Juhl, Ethel
Juhl, Gertrude
King, Mrs. George (Whitey)
LaVenia, Betty
McQuren, Mary (McQuren Fam.)
Madden, Alma
Matsomoto, Amelia
Morton, Mrs. B.
Newman, Phoebe (Dias & Diana)
O'Donnell, Mrs. Ann
Papados, Mrs. Betty
Patent, Mrs. A.
Pearson, Betty
Rumore, Ruth
Smith, Patricia Ann
Stanley, VirginiaB.
Whipple, Mrs. Fern
Wilson, Mrs. Doris
Woods, Zerelda

Gentlemen's List

Alexander, Alexis
Allen, Chas. A.
Anderson, Fred Joe
Ardell, Great
Arnheim, Edward
Barclay, Wayne
Bardini, Charles
Benson, Buddy
Berry, Hayward
Bills, S. B.
Bortz, Leo
Bowman, Chas. M.
Braswell, J.
Bridges, Harry
Brooks, C.
Brown, Geo. & C. L. English
Burg, Carl H. (Swede)
Burhans, C. A.
Burns, D.
Buster, Ray
Cattier, Les Harry
Chandler & Clemons
Claire, Jimmy
Colbert, R.
Cole, L. F.
Cooper, Mickey
Crider, Harold (Page & Crider)
Daly, Smily
Diaz, Enrique
Dohom, Teddy T.
Downing, C. O.
Ellison, Joey & Jeanne
Fox, Clyde
Gaither, Woodie
Germano, Toney
Godbey, Goodie
Graulich, Kurt
Green, Bill
Hanzlik, Robert
Henderson, Lew
Hewitt, Thomas
Hill, George B.
Hill, King Solman
Hill, Will H.
Hughes, Mr. & Mrs. Bud, & Buddies
Johnson & King
Jones, Charles J.
Jones, Johnny
Jordan, Johnny, Troupe
Karmino, Georges G.
Kelly, L. A.
Kimmel, P. H.
Kirch, George
Lamonte, Mr. & Mrs. J. (Bird)
LeCardo, Don
Leonard, Harry
Levy, Ralph
Lowe, Joe
Lundgren, Ed
McGrail, Jack
McGrail, John
McGuinness, Daniel James
Marshall, Ray
Martin, Harry
Mason, Jack (Bozo)
Medford, Buddy
Meier, Josef
Miller, E. G.
Moore, J. E.
Morgan, Louis
Nixon & Sans
Nunn, Lester
O'Brien, Don
O'Connor, Jimmy
O'Keefe, L. W.
O'Neale, Jack
Ogle, Douglas
Osburn, Babe
Paige & Jewett
Randsen, Mr. & Mrs. C. C.
Payne, Frank (Gov.)
Pebbles, Dick
Phillips, Jack
Phillips, W. J.
Ray, Reuben
Rheed, Walter
Robinson, W. C.
Rowan, Ray
Roy, J. George
Rundell, Bob & Lucille
Sabin, Howard
Samuel, William L.
Sharp, Bud
Sherlock, Joe
Sibel, Harry
Smith, Vernon or Great Orlando
Smythe, Paul B.
Stephens, Frank M.
Stevens, Geo. A.
Taddinio, Tommy
Talbott, Hugh
Templeton, Patric G.
Templeton Show
Thurston, J. L.
Trichun, Alexander
Udvary, John F.
Vanderbelt, Billy
Vandiver, C. P.
Wyatt, J. W.
Wells, Elmer
White, Billy E.
Wilson, Harry
Wright, N. P. Blackey

MAIL ON HAND AT
NEW YORK OFFICE

1564 Broadway.

Parcel Post

Howey, Clyde, 6c

Ladies' List

Adair, Louise
Anderson, Frances
Bacon, Virginia
Barbara's, Lady, Circus
Berrie, Beth
Benton, Leah
Bonita, Belle
Brady, Florence
Brenna, Virginia
Carmen, Sonya
Catlin, Margie
Clark, Mae
Collier, Jean
Conrad, Bobbie
Crawford, Margaret
Denniker, Mrs. Paul
Dennis-Leigh, Marion
Excella, Miss
Foley, Florence
Huff, Tiny
Humes, Marie
Hunt, Margie
Johnson, Judith
Joyce, Ruth
Kaai, Ruth
Kelly, Mickey Mack
Lee, Gwyn
Levonson, Dorothy
Lindquist, Dorothy
Luna, Norma
MacGregor, Jennett
McKenna, Kitty
McManus, Marie
Malloy, Ullaine
Martin, Martha
Milton, Ruth
Montie, Marie
Morris, Virginia
Narveson, Esther
Olds, Viola
Raymond, Emma
Rialto, Madame
Rice, Mae
Runyan, Grace
Seitz, Cecil
Tudor, Helen
Ventry, Alice
Wagneman, Jeane
Wasserman, Hindu
Wise, Mrs. R.
Wolter, C.
Zulong, Beatrice

Gentlemen's List

Agnew, H. L.
Agran, James
Aiken, Flexible
Allen, M. H.
Anderson, Harry
Anderson, Stanley
Arakas, Mike
Avalon Jr., Bob
Ayers, H. B. (Doc)
Baughman, Wm.
Beebe, Arnold (Doc)
Bel-Mar, John J.
Bentum, Bench
Berrier, Marvin
Billetti, Eddie
Bomby
Branch, Billy
Buckley, Dick
Burt, Al
Carroll, Alfred
Chain, Del
Cobb, Gene
Collender, Jack
Colson, Carney J.
Connors, George
Cooper, Saul
Cortez, Ramon
Courtney, Al
Cowan, Harry C.
Cromwell, Frank
Cruzen, George T.
Cunnan, Chas. H.
Curran, James V.
Davis, Bruce E.
Del Pozo, J. G.
De Pudero, J.
Dekoe, Gabby
Dell, U. W.
Dickman, Wm. (Slim)
Dillon, Tom P.
Donatti, Joe
Dudiak, Joe
Fisher, E.
Frasier, Pete
Erichs, John L.
Franklyn, Wilmer
Gallagher, Jas. R.
Gennusa, Ben
Giltrap, Jimmy
Girard, Henry
Godwin, Bert
Goldstein, Morris (Hum-All)
Gregg, George
Griffen, Eddie
Hallaway, Al
Hamant, G. L.
Hamid, Hamido Ben
Harmond, Buddy & Betty
Harrison, Tony
Harrison, Robert
Hassen, Frank
Hayes, J. H.
Hayes, Whitey
Haynes, Arthur
Hazelrigg, Mark
Helwig, Al
Hoost, Jack
Hum-a-Tune Boys
Hustrei, August
Inez, James
Johnson, Bob
Jones, Charles
Julian, Julie
Kaai, Dave
Katz, Louis
Kellam, Norris (Corcky)
Kennett, Skippy
Kerr, S. E. (Bill)
Krause, Jos. H. (Keno)
Langford, Mr.
Lani, Lei
Le Duc, Vincent
Leland, Fred
Mack, Lewis
Malang, Bibs
Marcus, C. W. (Billy)
Martin, George
McCoy, Tex
McGuinness, Dan'l Jas. (Wild West)
McNamara, David
Milton, Frank
Mitchell, Lowell
Molinari, Cris
Morris, Joe
Morris, R. E. L.
Mortenson, Martin K.
Navarro, Fred
O'Brien, Fred'k J.
Ostermaier, Herman
Patty, Felix
Pearson, Earl
Pelley, B.
Perry, G. Herbert
Pfisterer, J. W.
Phelan, Charles
Poling, James H.
Polk, J. E.
Pollack & Stern
Pope, Frank
Porter, Glen
Powell, Andrew
Powell, Wm.
Pressler, James
Quinn, James (Shorty)
Radtke, R. B.
Ray, Wm.
Raymond, Maurice F.
Reilly, M. J.
Ressler, Geo. J.
Rex, Fred L.
Roach, Jack
Roberson, Pet
Rodrigo, Rod
Rose, Ben
Rose, E. K.
Ross, Sam
Rothrock, Ralph
Savil, Billy
Sears, E. W.
Shapiro, Prof.
Simons, Max M.
Smithson, Chas. C.
Sparks, P. W. (Doc)
Spencer, Perry
Stage Unit Prod., Inc.
Stein, Ben
Stone, Jimmie C.
Tassell, Fred A.
Thompson, Ralph
Urich, George
Urich, John
Valentinos, Flying
Van Anden, George
Wagner, Justine
Wallace, J. M. (Doc)
Wendell, Joe
White, Johnny
Wilson, Blackie
Wright, J. R.
Zabransky, Frank Machann

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Bernard, Mrs. Glen
Bishop, Doritha
Block, Laura
Breland, Mrs. Lue
Brooks, Miss Joie
Brown, Charlene
Bryer, Mrs. Carrie
Bryer, Mrs. Louise
Cantrell, Mrs. Dean
Carson, Mrs. Andy
Cluff, Betty
Coffey, Mrs. L. N.
Cook, Ollie
Cooper, Miss Pat
Cooper, Mrs. Dolly
Cudney, Mrs. Lillian
Cutler, Mrs. Rose
Daugherty, Mrs. Glen
DeMars, Irene
Dean, Dr. Myrtle
Deauville, Madame
Eaton, Mrs. Edw.
Ellis, Mrs. Lorene
Feather, Mrs. Betty
Fields, Mrs. Beatrice
Fisher, Miss Pattie
Garza, Mrs. Billie
George, Mrs. Bobbie
Gillette, Mrs. O. A.
Hall, Mrs. Ed L.
Goodwin, Mrs. Jack
Hancock, Mrs. Bob
Hazlewood, Sue
Haun, Mrs. Bessie
Henderson, Mrs. T. M.
Hildreth, Mrs. Kathryn
Hollingsworth, Ruth
Hollis, Dorothy
Hubell, Mrs. Art
Huff, Mrs. Jackie
Inez, Madame
Irving, Mrs. S. L.
James, Mrs. Helen
Johnson, Gertrude
Kelley, Mrs. Edith J.
Lamont, June
Lento, Mrs. Ruth
Liberty, Aldis
Lightner, Maxine
Luther, Mrs. Bill
Mayes, Mrs. Corrine D.
Massingill, Millicent
McCoy, Fay
McCoy, Thelma
McHugh, Mrs. P.
McKee, Mrs. Mary
Moore, Mrs. Irene
Mullin, Mrs. Velma
Murphy, Mrs. Edith
Nuckels, Mrs. Lee
Nunn, Mrs. Joe
O'Shea, Mrs. J.
Painter, Lola E.
Pederson, Mrs. Mae
Parker, Mrs. Beverly Hughson
Potts, Helen
Roberts, Mrs. Francis
Rose, Joan
Rungie, Helen
Scott, Mrs. Marie
Shannon, Mrs. Beulah
Sharpe, Mrs. P. J.
Stoney, Mrs. Dee
Sucker, Mrs. H.
Swartz, Mrs. Lillie
Thomas, Mrs. R. D. (Kid)
Thomas, Beatrice
Thornton, Dollie
Timmons, Mrs. Bobbie
Tonnings, Mrs. C. H.
Valley, Helen
Vogt, Margaret
Webster, Evelyn
White, Lorraine
Woods, Mary
Woods, Sue
Wright, Mrs. Dessie
Zerelda
Young, Mrs. Peggy

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Alexander, Speck
Allen, John C.
Ames, G. L.
Andre, Patti
Andrews, Soldier
Arenz, Sam
Armstrong, Clinton
Bailey, E. E.
Baldwin, Billie
Berns, H. B.
Berns, H. Bernie
Blevins, Ralph (Happy)
Boon Jr., H. D.
Boyd, Bill, Ramblers
Bryer, Charlie
Buchanan, C. T.
Buchanan, Jack
Burdge, Howard A.
Burns, J. Frank
Calder, Jimmy
Callander, Pete
Campbell, Monte
Carter, J. B.
Cherry, Capt. Dan
Clancy, "Fog Horn"
Clark, F. C.
Clark, J. J.
Closuit, E. M.
Cloven, Bob
Cloven, R. E.
Connell, Dr. Michael A.
Connor, Buck
Conyer, C. E.
Cooper, Leroy
Corry, Harry
Costa, Zeke
Coy, B. E.
Curtis, Rube
Daly, Fred
Darnell, Hank
Davis-Brunk Comedians
De Rossigknob, Louis
Dellaughter, A. M.
Deviney, Henry
Doto, Bert
Drown, Danny
Duffy, Tem
Dunbar, John
Dunn, Jimmie
Durant, Bill
Easley, Melvin
Elliott, Ross
Emerson, S. C.
Evans, Harry
Finkle, William
Fox, Clyde
Fry, Luther
Frye, James G.
Gallagher, Jas. R.
Gardiner, Ed
Garton, Bob
Genious, Kenneth M.
Glasscock, D.
Globe, Henry
Glover, E. J.
Goad, Joe
Grant, Russell N.
Grant, Sol
Guilfoyle, Chubby
Guinn, Johnnie
Guymont, Clarence
Hafley, C. F.
Haley, Durand
Hall, Edward L.
Handing, Steve F.
Hard, Dick
Harris, Hap
Hayes, Harold A.
Hazlewood, Frank
Headley, Gerald Robert
Heller, Geo. (Red)
Heyn, Henry L.
Hiller, Pop
Hinchy, James
Hinkle, Milt
Holland, Harve
Holzman. Sam
Hopkins, Tony
Howard, Albert J.
Howard, John E.
Hottle, B. H.
Hudson, William
Hume, Prof. L. F.
Hunter, Blackie
Isler, Louis
Jacobson, Bozo
Johnson, Jesse
Jones, Pete
Kansas Kid
Keigley, Curley
Kelly, Wm. T.
Kingston, Ola
LaMont, C. R.
Lamb, R. Scott
Lane, Marr
Lawson, Echard
LeRoy & Pals
Lester, Allen
Little, Jack & Jackie
Logsdon, Walter
Loter, Happy & Marie
Lucas, Harry
McCall, Rex
McCue, Tiger
McGuer, F. E.
McGuinness, Daniel James
McGuey, Francis
McLaughlin, Bill
Malinowski, Walter
Mars, W. J.
Martin, Tom
Mason, C. M.
Mays, Will
Meanor, H. T.
Micheli, Harold
Miller, Floyd E.
Miller, M. Jackie
Mozar, M. A.
Mullins, Joe
Murphy, H. W.
Nead, Eddie
Nelson, Harold E.
O'Brien, Don
Ogle, Douglas
O'Keefe, James
O'Shea, John
Olsen, Albert
Palafox, Augustin Chasco
Pasha, T. G.
Pattison, William
Pearson, Jack
Phillips, W. L. (Billie)
Railey, Jack
Rankin, Jake
Redeaux, Clifford
Remington, Clarence
Roberts, J. Clint
Rogers, Jene
Rohn, T. W.
Polk, J. E.
Roma, Prof.
Roma, Rajah
Ross, Harry
Roth, John
Saunders, O. B.
Schulze, Gus
Scott, Jack
Sharp, P. J.
Sherwood, James
Shultz, Red
Spencer, W. T.
St. John, Tex
Staley, E. B.
Stanley, Clipper
Stanley, Dewey
Stanley, Levy
Starr, W. B. (Bill)
Sterling, John
Stewart, F. E.
Stock, R.
Swires, Carl W.
Tattoo, Sam
Taylor, L. J.
Terhune, Terry
Tetter, Tol
Todd, J. O.
Todd, Phil
Tom, George
Vann, Donn
Victor, Joe
Virgil & Red
Wagner, W. J.
Wallace, Jerry
Wallace, Robert
Ward, Harry
Waughan, P. E.
Wells Bros.' Shows
West, Ben
Whittinghill, J. C.
Williams, Kendall
Williams, Kenneth R.
Williams, Doc C.F.
Willander, John M.
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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAINS IN PAYOUT TABLES, USED SLOTS —Write for prices and kind desired. **SCHWARTZ & CO.**, 401 Bidwel, Fremont, O. no28

BARGAINS—DeLUXE, $16.75; HOLLYWOOD, $23.75; Double Score, $29.75; Red Sails, Speedway, Multiplay, Peerless, $46.75; Palooka, Jr., $57.75; Bally's Natural, $62.75; Turf Champs, $74.75. Mills Tickette free with each order. 1/3 certified deposit. Wire, write. **PIKES PEAK GAMES**, Box 874, Colorado Springs, Colo.

CANADIANS—BARGAIN IN PIN GAMES AND Payouts. Real prices to clear late machines. **E. A. VARCOE**, Route 4, Oshawa, Canada. de5

COMPLETE PENNY ARCADE FOR SALE— Very cheap. Can be seen any time. No reasonable offer turned down. **AUTOMATIC NOVELTY CO.**, 2047 N. Wanamaker St., Philadelphia, Pa.

DIGGER SACRIFICE — 1935 STAR HOISTS, Roll Front, $60; 1934, $35; excellent condition; candy included. **McKINLEY'S**, Rockwell St., Long Branch, N. J. no28

ELECTRIC EYE RIFLE RANGES WITH REVOLVING Ducks; 10 Electro-Ray Models for immediate delivery, $250 each cash. **ELBEAM**, 256 West 55th St., New York.

EQUITY, $15.00; ECLIPSE, $15.00; PYRAMID, $15.00; Grand Prize, $25.00; Trojan, $35.00; McCoy, $49.50; King Fish, $19.50; Deluxe 46, $35.00; Rambler, $45.00; Bonus, $45.00; Casino, $35.00; Multiple, $69.50; Jumbo, $35.00; Rodeo, $35.00; Round Up, $65.00; Peerless-Ticket, $55.00; Slot Machines, $10.00; Double Jak Slots, $35.00; Escalators, $35.00; Six Used Pin Games (your choice), $25.00. **LEHIGH SPECIALTY**, 2d and Green Sts., Philadelphia. de5x

EXCELLENT PAYTABLES ROCKETS, $3.75; Visible Sportsman, $7.50; Jumbos, $28.50; [illegible] Reel Venders, $4.75; Fields 1c Five Jack[illegible]s, $4.50; 5c Slot Machines, $7.50. **DE[illegible]XE SALES**, Blue Earth, Minn.

FOR SALE—FIVE-CENT PACES RACES, SAME as new, $300.00 each; Cailles Bells, latest type machine, 20 stop reels, double jack pots, escalators-cabinets painted modernistic colors, five-cent play, $50.00; ten-cent play, $52.50, and twenty-five cent play, $55.00. All of these machines same as new and used at the Texas Centennial only. **JOE ROGERS**, Texas Centennial, Dallas, Tex. de5x

FOR SALE—2 MILLS SNAKE EYES, $250.00 each, F. O. B. Oakland, Calif.; includes tax. Practically new. Special Iron Stands for same, $10.00 each. Deposit required. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no28

FOR SALE—MILLS DANCEMASTER PHONOGRAPHS, recent model, good condition, $75. **R. B. SHIPMAN**, 404 Boardman, Traverse City, Mich.

FOR SALE—AUTOMATIC GAMES: PEERLESS, $50.00; Bally Bonus, $50.00; Jumbo, $35.00; Bally Derby, $55.00; Challenger, $50.00; Sunshine Derby, $35:00; Daily Limit, $30.00; Turf Champ, $65.00; Mammoth, $25.00; Bally Round Up, $70.00; Sportsman, $7.50; Rocket, $7.50; Put-Take, $7.50; Red Arrow, $7.50. Counter Games: Horses, $12.50; Wagon Wheels, $10.00; 21 Vender, $5.00; Sandy's Horses, $15.00; Halfmile, $15.00. 1/3 deposit with order, balance C. O. D. **ENID MINT CO.**, 711 N. Independence, Enid, Okla. no28x

FOR SALE — 3 MILLS 5c PLAY FRONT Vender Jack-Pots, serials over three hundred thousand, good condition, $35.00 each or three for $100.00. 1 Watling 25c-play Rolatop, serial over seventy thousand, $50.00. Send 1/3 deposit; will ship immediately. **DUGGAN MUSIC COMPANY**, Eustis, Fla. de19

FOR SALE—1 BLUE FRONT GOLD AWARD Side Vender, late serial, $52.50; 1 Mills Futurity 25c Gold Award Side Vender, used two weeks, $62.50; 2 Pamco Galloping Plugs, used two weeks, $42.50 each; 1 Six-Slot Pamco Palooka, late serial, $47.50; 5 Daval's Reel "21," $13.50 each; 1 Mills 1c Skyscraper Side Vender, $30.00; 1 Pace 1c Bantam Side Vender, $30.00. One-third deposit with order. **REASER & DINCANS**, Box 426, Victoria, Tex.

FOR SALE — 1 ELECTRO HOIST, 2 STAR Hoists, 1 Buckley Digger, 1 Exhibit Digger, all for $100.00. One-third cash, balance C. O. D. **J. MAASKANT**, Lansing, Ill.

FORTY-FIVE "DAVAL REEL 21s"—USED ONE week, $16.00 each; one-fourth deposit required. **A. T. MORGAN**, 904 N. Division, Lake Charles, La.

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MILLS PHONOGRAPH, 801 MODEL, $50.00; now on location. Seeburg Selectophones, $125.00; Mills Tickettes, $2.75. One-third deposit, balance C. O. D. **JIM McCORMACK**, Stanford, Ky. de5

MUST SACRIFICE — SENSATIONAL BARGAINS. Appearance like new. Payout Games: 15 Bally Jumbos, $30.00 each; 10 Bonus, $35.00; 8 Derbys, $37.50; 6 Peerless, $37.50; 3 All Stars, $40.00; 6 Multiples, $60.00; 2 Daily Races, $35.00; 3 Tycoons (Battery), $30 00; (Electropak), $35.00; 2 Red Sales, $40.00; 2 Pinch Hitter, $35.00; 8 Broker Tips, $37.50; 4 Jennings Daily Limit, $35.00; 5 Mills Double Header, $35.00; 2 Daily Doubles, $35.00. 1/3 deposit, balance C. O. D. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C.

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PENNY CIGARETTE MACHINES, $3.00; TIT Tat Toes, $5.00; Punchette, $5.00; Watling Scales, $35.00; Mills 25c Machines with Jackpots, $12.00; Field's Five Jacks, $5.00; Saratoga Sweepstakes, $5.00; Sweet Sally, $5.00; Jumbos, $37.50; Hialeah, $65.00; Mills Small Scale, $25.00; Records, 10c each; Ball Gum, 15c a hundred; Northwestern and Columbia 5c Peanut Machines, $3.50; Caille Ball Gum, $10.00; Penny Poker Machine, $2 50; Chicago Clubhouse, $5.00; Hershey 1c Chocolate Machine, $5.00. Write for complete line of Pin Games. Will buy or trade Wurlitzer Piano, Mills, Watling, Pace, Penny Weighing Scales. Stewart-McGuire Cigarette Machines, One Balls, Slots, Mills Q. T. We have everything for an operator. **O'BRIEN**, 89 Thames, Newport, R. I. x

PHONOGRAPHS—3 STANDARD, 12 RECORD, selective, amplified, all in good condition. $70.00 each or $200 for three. Also have 1 Ten-Grand Mills Table, cost over $100, used one week, cannot be told from brand new, will take $45.00. Also 1 Big Richard Pay Table, 3 months old, bargain at $40.00. Also 1 Red-Arrow one-shot pay-out table, good condition, $25.00. Also 1 Cannon-Fire Mills, good condition, $15.00. Send 1/2 deposit. Will ship immediately. **DUGGAN MUSIC COMPANY**, Eustis, Fla. de19x

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WANTED—48-KEY DOUBLE TRACTOR ORGAN. For Sale: Peep Show, Moving Picture Outfit, 50 Ft. Merry-Go-Round, Park Model, Cylinder Roll Organ. **A. KARST,** Forest Park, Hanover, Pa.

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YOUNG MAN desires to make connection with circus, carnival, traveling outfit for next season as Press or Advance Agents' Assistant. Experience wanted mostly. AUSTIN MACK, 164 So. Cedar St., Hazleton, Pa.

AT LIBERTY
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AT LIBERTY—COLORED BB BASS PLAYER, SOUSAPHONIST, 106 Hyland Ave., N., Minneapolis, Minn. no28

AT LIBERTY
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MAGICIAN—EXPERIENCED, GREAT VARIETY, small Magic. Readings, Jokes, Impersonations, Bits. Sober, reliable. **VERN BARNES,** Entertainer, Route No. 1, Box 33, Lost Creek, W. Va.

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AT LIBERTY
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GIRL ACCORDIONIST — 21, ATTRACTIVE, read, fake, classical, popular, experienced. Double Piano. Join union if necessary. Free to travel. **LYNNE A.,** General Delivery, San Antonio, Tex.

MODERN DANCE TRUMPET, WANTS LOCAtion, Doubles Voice. No joints. **MUSICIAN,** Baltimore Hotel, Room 302, Denver, Colo.

RHYTHM DRUMMER — READ, RESONATOR Bells, modern equipment, union, experienced. **BOX C-135,** Billboard, Cincinnati. no28

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STRING BASS — EXPERIENCED, RELIABLE, location preferred; state all. **BUD HAWKINS,** River Falls, Wis.

SIX-STRING GUITARIST, DOUBLING BANJO. Soio both instruments, popular, semi-classic numbers. Swing rhythm, read, fake, arrange. Young, neat, personality, reliable, experience. Consider any reliable offer stage, radio, hotel. State all, including salary, first letter. **EDWARD GRAHAM BEECHWOOD JR.,** 2530 Genesee Street, Utica, N. Y.

STRING BASS—DESIRE CONNECTION WITH Band in Southern location, but can go anywhere if necessary. Age 21, plenty of experience, dependable, plenty of swing. **DAVE SLONE,** 32 West Main St., Canfield, O.

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FAST BRASS SECTION—Two Trumpets, One Trombone, One Trumpet, double Tenor Sax. Read, fake, range, tone, exceptionally fast take off. Teamed together three years. Cut it at sight or no notice. Some specials, can arrange, sober, reliable. Ages 22-24, all single. Will travel or locate. Consider anything that pays off. Available after December 9. Non-union, but will join. Write, state all. STAN MARTIN, General Delivery, Grand Junction, Colorado, Nov. 23-28; Santa Fe, New Mexico, Nov. 29-Dec. 10.

JOSH WEBSTER, the Roamin' Cowboy, America's craziest Hillbilly. Sensation of ABS and Canadian chains. Featuring acrobatic slap bass. galloping washboard. left-handed guitar and banjo. Dancing the barnyard Hula Hula; comedy songs, Old Uncle Joshua. The Sage of the Swamps. Real flash wardrobe, sports roadster, living trailer, fine library. Will join organized Cowboy Band as featured attraction. Prefer radio and vaudeville. Go anywhere. General Delivery, Trenton, N. J. de5

MODERN TRUMPET MAN—Experienced in dance and show units; union, reliable. good appearence. PETER LAGI, 120 Maple Terrace, Pittsburgh, Pa.

TENOR SAX, Doubling Clarinet; Singer; name bands 3 years; appearance, congenial; 22, single. Location in South preferred. Band must Pay Off. Misrepresentation caused this ad. Don't wire. State all first letter. DON A. SISSON, 1207 West 5th Street, Sedalia, Mo. Union.

TENOR SAX—Fine voice, double alto, clarinet. Read fair but will work. Jam anything. Sing any song. Consider third alto, any size combo, all offers anywhere. HERBIE VAUPEL, Park Hotel, Missoula, Mont.

TWO HAWAIIANS at Liberty—Sing and Play Steel and Spanish Guitars. Talk Spanish. State all in first letter. BAGANO & RAMIREZ, General Delivery, Norfolk, Va.

AT LIBERTY
M. P. OPERATORS

AT LIBERTY—A-1 Operator. Sound, silent. Radio service graduate. Married. Strictly reliable. Prefer Ohio. BOX C-138. Billboard, Cincinnati, O.

MAN WITH A-1 Portable Talkie and Musical Bally and repertoire of excellent talkie features, including some popular stars, for week stand. med. or what have you? Have everything, plus years of experience, to present high-class entertainment. I invite offers from reliable, experienced people. State all first letter. MR. OTIS, Rex Films, 2322 S. Michigan, Chicago.

AT LIBERTY
PARKS AND FAIRS

BALLOON ASCENSIONS— Now booking 1937 parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. de26

BALLOONISTS, BOYS AND girls, also spectacular airplane jumps, using Diovolo the Bat Man. Equipment now in Florida. Builders and operators since 1903. **THOMPSON BROS. BALLOON & PARACHUTE CO.,** Aurora Ill.

THREE-ACT COMBINATION Swinging, Balancing Trapeze Act. Fast Comedy, Swinging Wire Act, Comedy Platform Act, Barrels, Chairs, Ladder. Each act plenty laughs and thrills. Work either high or low. ROSE BROS., Claysburg, Pa. ja2

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars. carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address CHARLES LA CROIX, 1304 So. Anthony Blvd, Fort Wayne, Ind.

PAMAHASIKA'S DOG, PONY, MONKEY Circus. All beautiful animals and the best trained and staged for in and outdoor attractions. For particulars and open time write GEO. E. ROBERTS, Mgr., Pamahasika Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

THE WORLD'S WORST COMEDY Slack-Wire Combination Juggling Act—Lady and Gent, available for 1937 for Parks, Fairs and Celebrations. Indoors or out. Nothing too big or too small. Write CECIL WOODS, Poplar Bluff, Mo.

AT LIBERTY
PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, ETC. Competent and reliable. **BOX C-124,** Billboard, Cincinnati, O.

RHYTHM DANCE PIANIST—READ, UNION, tuxedo, can go anywhere. **BOX C-135,** Billboard, Cincinnati. no28

AT LIBERTY
VAUDEVILLE ARTISTS

SMALL BEAR, TAME, DOES few Tricks. Suitable department store or cabaret. **JULES E. JACOB,** Nevada, O.

MARCUS RASMUSSEN, AStronomer presents "Curiosities of the Sky," marvelous sights with telescope and camera in profusely illustrated lectures. Open dates months January and February, 1937. Booking agency wanted. Address 360 Guy Park Ave., Amsterdam, New York. de5

DOUBLE XYLOPHONE ACT—MIXED TEAMS. Flash, speed, youth. Both double piano. Wardrobe, equipment and appearance okeh. Own transportation. Join on wire. **BOB EDWARDS,** Slippery Rock, Pa. no28

WHISTL AT LIBERTY—EXPERT SOLOIST, also ator of Birds and Barnyard Animals. En y new and different. Fine recommends. **Y MYERS,** Rt. 1, Corvallis, Ore.

AT LIBE Y—For Vaude or Med Hokum Comedy Tean Change for two weeks. Have car and trailer. THE NORTONS, 624 Greenlaw, Memphis, Tenn.

AT LIBERTY for Med., Vaude or Clubs—Straight Man, M. C., Good Tenor Voice. Female Impersonator, Straights, Singles. One doubles piano. Car and house car. GENE CLIFFORD, West Frankfort, Ill.

ATTENTION—Candler's Famous London Punch and Judy "De Luxe." Museums, Clubs, Vaudeville, Indoor Circuses, Children's Parties. Double Clown. Ticket, yes. R. 2, NORTH AVE., Mt. Clemens, Mich.

COMEDIAN and Novelty Man, do black-face singing, talking and dancing; also magic, ventriloquist, slack-wire trapeze and rings; fake piano. ROY ROBINSON, 168 Main St., Binghamton, N.Y.

PAMAHASIKA'S FAMOUS Acting Birds—Forty large White Cockatoos and beautiful Macaws. A great feature for Indoor and Outdoor Events. If you want a real feature get Pamahasika's Famous Acting Birds. For particulars and open time write GEO. E. ROBERTS, Mgr., Pamahasika Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

DE MOTT, the Magician, at Liberty. Also juggling and ventriloquism. Change strong for the week or full evening program. Allow time for forwarding mail. Write to Millville, Columbia County, Pa.

MUSICAL TEAM available after November 30—Playing Xylophones, Musical Whiskey Bottles, Hanging Bells. Handsaws. Lady Chords Piano for man's singles. Xylophone and Bottle Harmony numbers ;also fast, flashy playing. Man is real reading pianist, also excellent Straight Man; also do other Novelty Singles. Lady: Small, Singing, Dancing Soubrette. Both know all the acts and bits. Plenty change of wardrobe. Both young, personable, experienced and capable. Shows, clubs in South, especially Florida, Georgia, detail your propositions. Have transportation. Also have plenty comedy talking doubles. Change two weeks. Communicate. Could furnish real comedians with plenty novelty acts, with whom we have plenty combined programs. MUSICAL TEAM, General Delivery, Corydon, Ind.

PAMAHASIKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. CALVERT, Bilboard, 1564 Broadway, New York. de12

Trailers in Spotlight At Chicago Auto Show

CHICAGO, Nov. 21.—Chicago's 37th annual automobile show is setting a record this year both for attendance and number of exhibitors. Crowds have exceeded all previous marks and sales have been heavier than ever before. In the exhibition 130 manufacturers are represented.

Trailers constitute one of the main attractions of the show. All leading manufacturers are represented and there is every variety of trailer, from those costing a few hundred dollars to magnificent jobs selling at several thousand.

The Trailer Coach Manufacturing Association held its first national convention here this week. Chief topic of discussion was regulations governing trailers. Members of the association conceded the need for regulation and, according to W. Russel Wilday, of Peoria, were prepared to co-operate in drafting necessary statutes.

Attendance at the auto show was 260,000 for the first six days. The show closes tonight and a gate tally far in excess of 300,000 is assured.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Chicago Expects Richest Holiday Buying Since 1929

•

Optimism of Windy City reflects attitude of entire business world as merchants and manufacturers prepare for record season

•

Chicago has already started on its biggest Christmas shopping season since 1929 in a surge of buying that may even surpass boom years. Wage increases, bonuses and dividend payments have put millions into circulation. A recent survey of only a part of the trading marts reveals in excess of $203,000,000 in goods on the shelves of the city's stores. Wholesalers report the best turnover since 1929 and the dealers attending the fall furniture market at the Furniture Mart announce great advance in sales with all indications pointing toward records that will compare favorably with those of boom times.

In a recently issued report the Federal Reserve Board showed department store sales as being 16 per cent ahead of October of last year for the country as a whole. This reveals that the activity is general and not merely seasonal. Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, in an enthusiastic statement predicted that "total retail sales for 1936 undoubtedly will be greater than for any year since 1930."

Fall Bazaars Boost Merchandise Volume

The wholesale merchandise industry is getting its best fall boost in several years from bazaars and social events being sponsored by churches, religious organizations, fraternal and civic clubs. Coming at a time of the year when volume has tapered off from the amusement field, the current popularity of these affairs is moving many lines of goods at an accelerated pace. Attendance at these functions is most parts of the country has been beyond expectations, which, coupled with the growing preference for merchandise at booths, formerly featuring money prizes, has resulted in a rush of activity at supply houses catering to this trade.

Bingo games, as in former years, continue to lead as feature attraction and a broader range of merchandise than ever is being dispensed. Household articles, of course, are heavy favorites with novelty lamps, toasters, percolators, trays, clocks, aluminum-ware, midget radios, luncheon sets, smoking stands, end tables, large pieces of chinaware and sets of glassware getting first call. There is also a pronounced pick-up in demand for items that are more or less decorative, or at least out of the staple

(See FALL BAZAARS on page 106)

Jersey Retail Sales Jumped 21 Per Cent

CAMDEN, N. J., Nov. 21.—G. Earl Wilson, president of the Retail Merchants' Association of New Jersey, commenting on retail business in New Jersey, pointed out that heavy advance purchases for the holidays has upped the sales 21 per cent above 1935. He said: "Figures just compiled by our organization covering October sales volume show a fine increase of 21 per cent above 1935 sales figures. Reports from New York indicate an 11 per cent gain in their sales over last year, leaving an advantage of 10 per cent increase for the Jersey retail business. Thus is again established the 10 per cent differential in sales volume that has proved to be lost to New Jersey merchants by nearly four months of the 1935 sales tax. Retail sales increase has continued into November, and merchants report heavy advance purchasing of staples and holiday merchandise to care for a demand expected to exceed December sales figures of our best years."

New Play Rooms Open With Premium Displays

NEW YORK, Nov. 21.—New playrooms are opening in the outlying parts of this city featuring bowling alleys. This was predicted some time ago and was started by many of the more daring sportland men here as a salvation for their businesses.

This week two new spots have been reported. They exclusively feature bowling games and their merchandise displays are unusually attractive. With

(See NEW PLAY ROOMS on page 106)

Retail and Industrial Activity Spurt in Week

The nation's purchasing power swept forward the past week on a mounting tide of pay boosts and expanding dividends while industry and retail trade strode forcefully ahead at wide gains over 1935.

The Associated Press index of industrial activity rose to 97.0, highest since February, 1930.

In its weekly study of business in 36 major cities, the Department of Commerce said: "Retail trade everywhere thruout the country moved to higher levels than prevailed at this time last year."

Merchandising circles, noting October and early November sales well ahead of 1935, said they expected wage increases, fatter dividend checks and gains in farm-buying power to provide a basis for the best Christmas trade in several years, with demand for better grade goods to the fore.

EDITORIAL

ON THIS page just one year ago we cautiously yet definitely recognized the return of better times for business generally and predicted their continuance. The business events of the ensuing months have unequivocally justified our optimism. Our caution at that time was occasioned by the then prevalent feeling, even among the most optimistic-minded, that tho conditions certainly appeared improved on the surface, perhaps the economic substratum was still shaky and insecure. Said substratum has now stood an additional 12 months' test and rather than being declared unsound it has encouraged many business lines to virtually pyramid.

The country at large has decreed that President Roosevelt shall remain at the helm for another four years. His policies being thus indorsed by what amounts to popular acclaim, there seems to be little reason to doubt that we will have further examples, altho probably on a smaller scale, of the recently loudly lamented ROOSEVELT SPENDING with its accompanying salutary effect upon business. To further brighten the business horizon we have the President's assurance of a balanced budget by 1938.

Railroads, long pictured—by themselves—as the victims of government interference, but probably more correctly suffering from their own lack of initiative, have answered the challenge of bus and truck competition with a great campaign of renovation and expansion. As a result passenger travel has greatly increased due to the modern comforts offered at lower rates, and car-loading reports show a corresponding gain in freight business.

Governmental sponsoring of building projects has proved a great stimulus for the markets in building materials. U. S. Steel, the time-honored Wall Street business barometer, has announced increased dividend payments and a wage-scale tilt, as has the Johns Manville Corporation.

The automobile industry is enjoying its greatest activity since boom days.

Despite the oft-repeated warnings that governmental encroachment tends to discourage the investment of private capital in new and untried projects, millions are being expended on the development of television with such promising results that even at this time it is not being too sanguine to predict vast potentialities for that field.

Our European neighbors have evidenced their faith in our economic recovery to the extent of some $7,000,000,000 of foreign capital now invested here.

To sum up. The present post-election business outlook is decidedly healthy, as is the reaction of leading industrialists, which is evidenced by recent wage increases and dividend payments. Some perhaps have been prompted by an admixture of altruism and a desire to kill the proverbial brace of fowls with a single projectile by diverting funds which would previously have gone into corporation surpluses to the pay envelopes of workers, thus safeguarding against possible labor unrest. Whatever the cause, the effect cannot be otherwise than to put more money into immediate circulation and, in our opinion, the true leaders of industry are motivated by a higher principle; namely, the firm conviction that these United States are still on their way up, providing the individual with enterprise and initiative the finest field for his endeavors anywhere available.

Trade Survey Is Optimistic

•

Philadelphia area is set for boom-time holiday selling with shortage feared

•

PHILADELPHIA, Nov. 21.—Holiday trade in the Philadelphia area is expected to set a new record with the undue heavy demands forecasting a shortage in many lines. Orders placed with Philadelphia district factories augur the biggest supply of Christmas presents since 1929. A survey of manufacturers and wholesalers revealed that in their lines the gift bag would bulge even larger than in the all-time record Christmas at the end of the big boom. And on the strength of present orders, some producers report that a retail inventory shortage will occur at the peak of the season.

So great has been the demand for radios that employment of between 2,000 and 3,000 additional workers before January was announced by the Philco plant here. This increase of personnel, which will bring the total factory force to about 12,500, the largest industrial pay roll in Philadelphia, is necessitated, according to officials, by the tremendous sales of radios and exceptional holiday season demand. "The demand is increasing by leaps and bounds," said Sayre M. Ramsdell, vice-president of Philco, "and there is every indication that the holiday sales will set new records."

A spokesman for RCA-Victor Company declared a continuation of sharp sales gains earlier in the year will mean a volume of more than 100 per cent in-

(See TRADE SURVEY on page 107)

REA Activity Spurs Appliance Market

WASHINGTON.—Rural electrification is setting such a record-breaking pace that hopes are rising in government circles that 1,000,000 farms in this country will be served with electricity by early 1937, according to the Rural Electrification Administration here.

REA officials saw a rapidly expanding market for electrical appliance sales in the newly electrified areas, both thru government and private finance of long-term consumer purchasing.

The following information in connection with the growth of rural electrification is given by the REA in a September statement:

"During the first six months of 1936 more farms were connected to electric lines than in any 12-month period since 1929, according to reports just made public by the Edison Electric Institute.

"According to the EEI figures, 71,243 farms were given electric service from January to June of this year, bringing the total of electrically connected farms up to 860,000.

"The REA financing program, a single part of this ever-increasing movement, moves steadily ahead. Loans totaling

(See REA ACTIVITY on page 106)

Railway Express Prepares For Heavy Holiday Trade

With all indications thruout the country of greatly improved business conditions, arrangements are being made by Railway Express agencies for a record Christmas shipping season. Preparations are now in progress for extra help and trucks to move the great volume of both commercial and private shipments during the next month.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

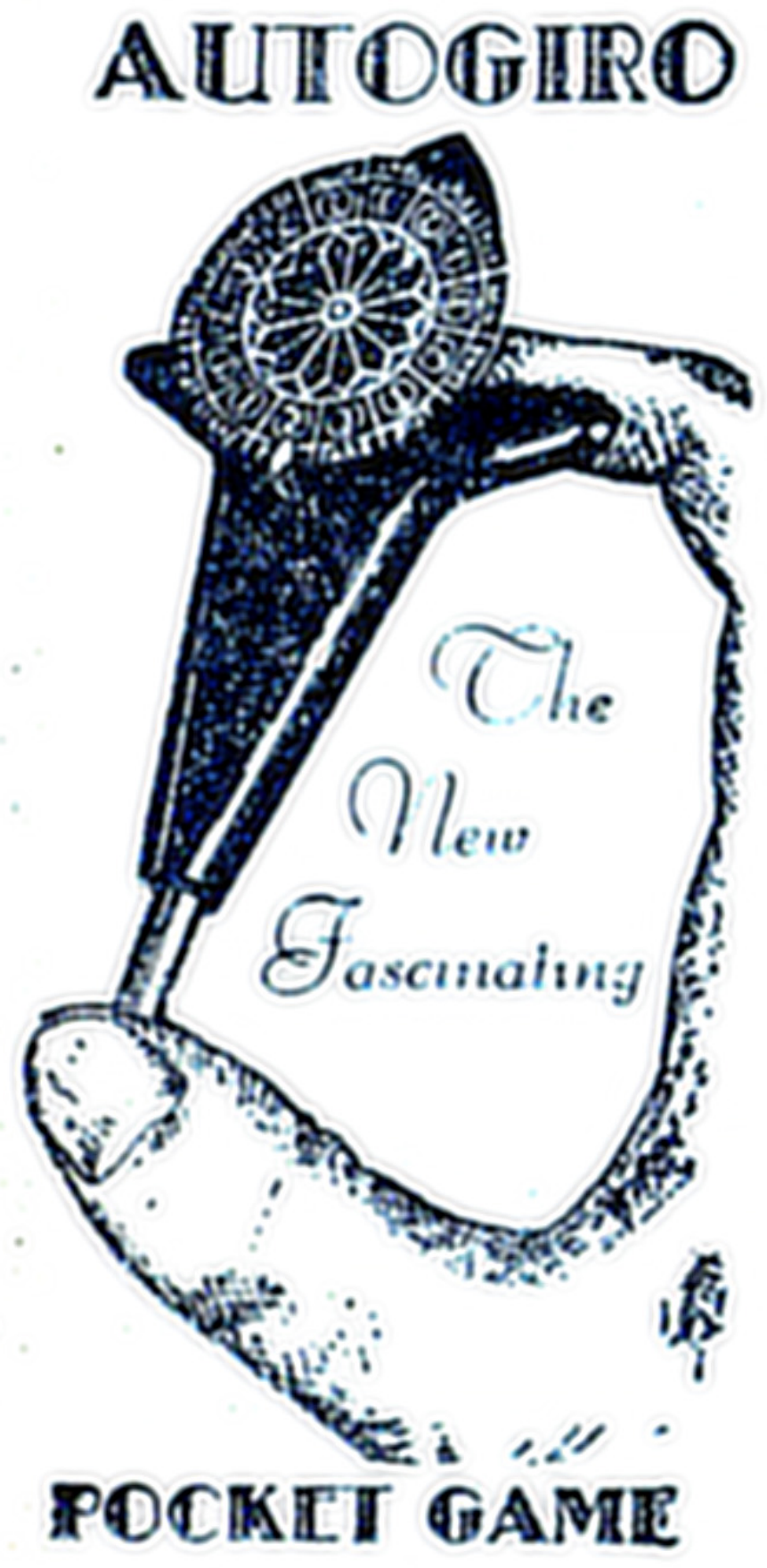
Two New Ones by Hagn

A unique little number has just been placed on the market by the Joseph Hagn Company. A novelty wood apple which opens up in the center and contains a small roulette wheel. Apple is finished in natural colors and comes complete with miniature wheel, six round wood numbers and red ball. Height 2 1-2 inches.

Another snappy selling item is Hagn's Nok-Nok, Who's There? lead pencil with mallet-shape eraser top made by Eagle. This should go good as straight novelty retailer or as a premium.

Autogiro

Autogiro is a new pocket game being introduced by the Herion Fan Company. Two models are available; one the Put-and-Take type. the other having Roulette markings on the rapidly rotating dial. The dial is set in motion by the pressure and quick release of the thumb. The device is small and light in weight. Both front and back of the case provide ample space for advertising imprints.



Electric Pipe Thawer

An electric thawing machine that now does, in one minute, a disagreeable, aggravating job that formerly often took hours, has just been placed on the market by the Commonwealth Manufacturing Company. It is only necessary to attach the terminals to a faucet, meter or exposed part of the frozen pipe, plug into an ordinary light socket and in one minute, is is claimed, the pipe is thawed out and the water is flowing as freely as ever. The maker states that plumbers, steam-fitters as well as home owners the nation over are enthusiastic over this new means of giving fast, efficient service on pipe-thawing. The pipe-thawer sells at so low a price that it often pays for itself in the first two or three weeks of winter weather, and holds real romise to direct-selling men who get in on the ground floor. Plans and details sent to interested parties.

Non-Liquid Anti-Freeze

A product with a natural demand is now available to agents, pitchmen and direct sales people who are seeking a non-competitive item. It is an anti-freeze put up in crystal form. It is the only non-liquid anti-freeze on the market, according to Kantfreeze Laboratory, the manufacturer. Crystals are dissolved in water and simply poured into the car radiator, the amount of water in proportion to the amount of crystals determining the freezing points of the mixture. One filling lasts an entire season and may be used again the following season if desired. Solution will not evaporate, is non-explosive, non-inflammable, odorless and prevents rust. A generous margin of profit makes this look like a good seasonal item, as millions of car owners are preparing their cars for winter driving.

Motorist Novelty

J. A. Herbstritt, of the Chicago Hardware and Fixture Company, announces a new automobile novelty—Autograms—which should interest men who sell. Company has taken advantage of the demand among motorists for initials to "personalize" and give distinction to their cars. Autograms are chromium-plated metal letters each being 1⅜ inches high, 2⅜ inches wide and 5/16 inches thick. They are easily fastened on the radiator or radiator grille by the motorist in a few minutes' time. They "stand out" because the 5/16-inch beveled edges are finished in brilliant red. The cost is within reach of any average car owner. Salesmen are allowed a profit which

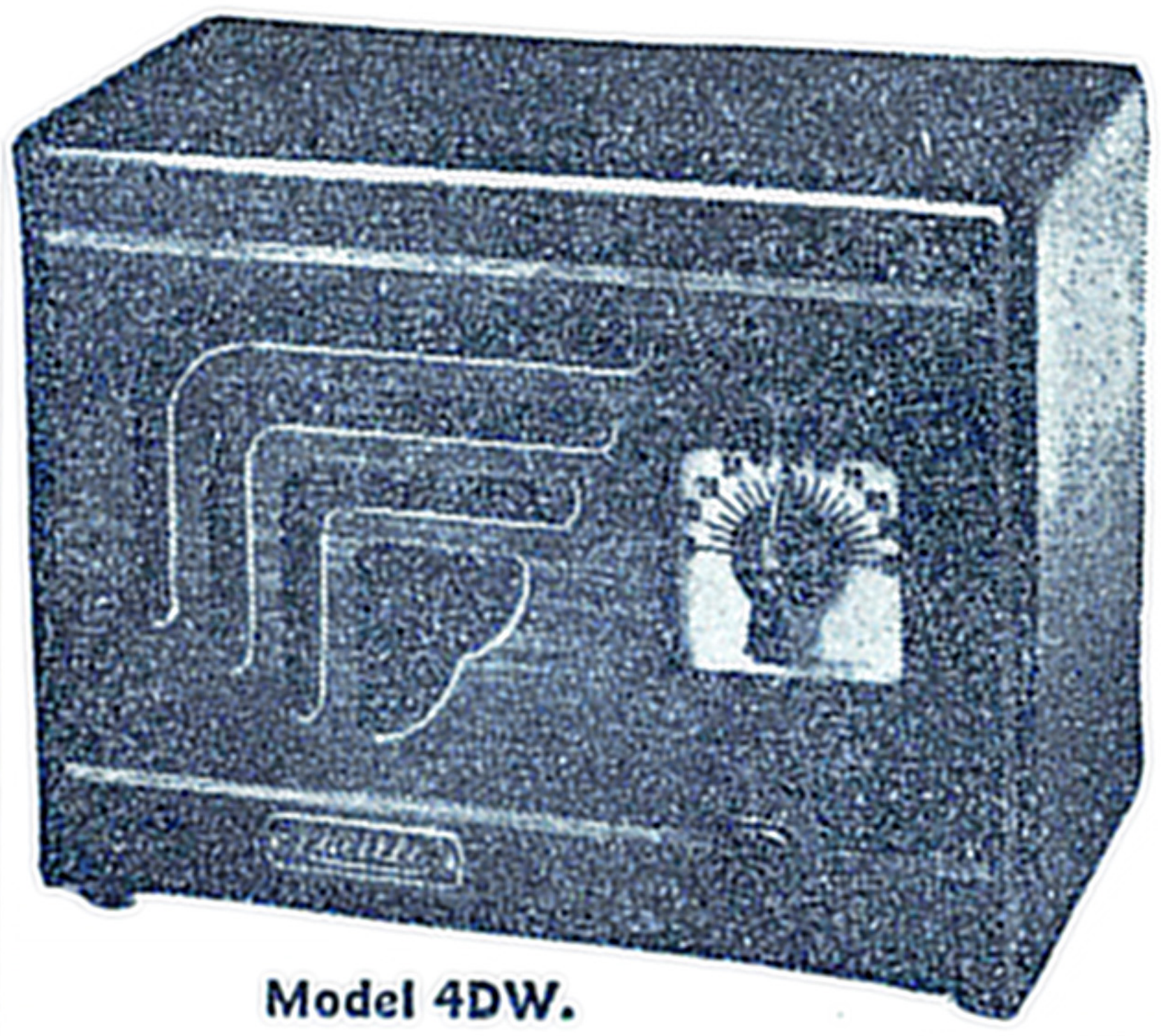
(See NEW ITEMS on page 105)

THE SMALLEST MIDGET RADIO MADE
EXACT SIZE 7-7/16x4½x5¾
WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW.
$6.10 each in lots of six
$6.75 each samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

WALTHAM-ELGIN

12 SIZE
CHROMIUM ENGRAVED CASES, ASSORTED FACES
7 JEWELS $3.25
15 JEWELS $4.25
17 JEWELS $5.25

O-SIZE
CHROMIUM CASE LEATHER STRAP ASSORTED FACES
7 JEWELS $3.75
15 JEWELS $5.25

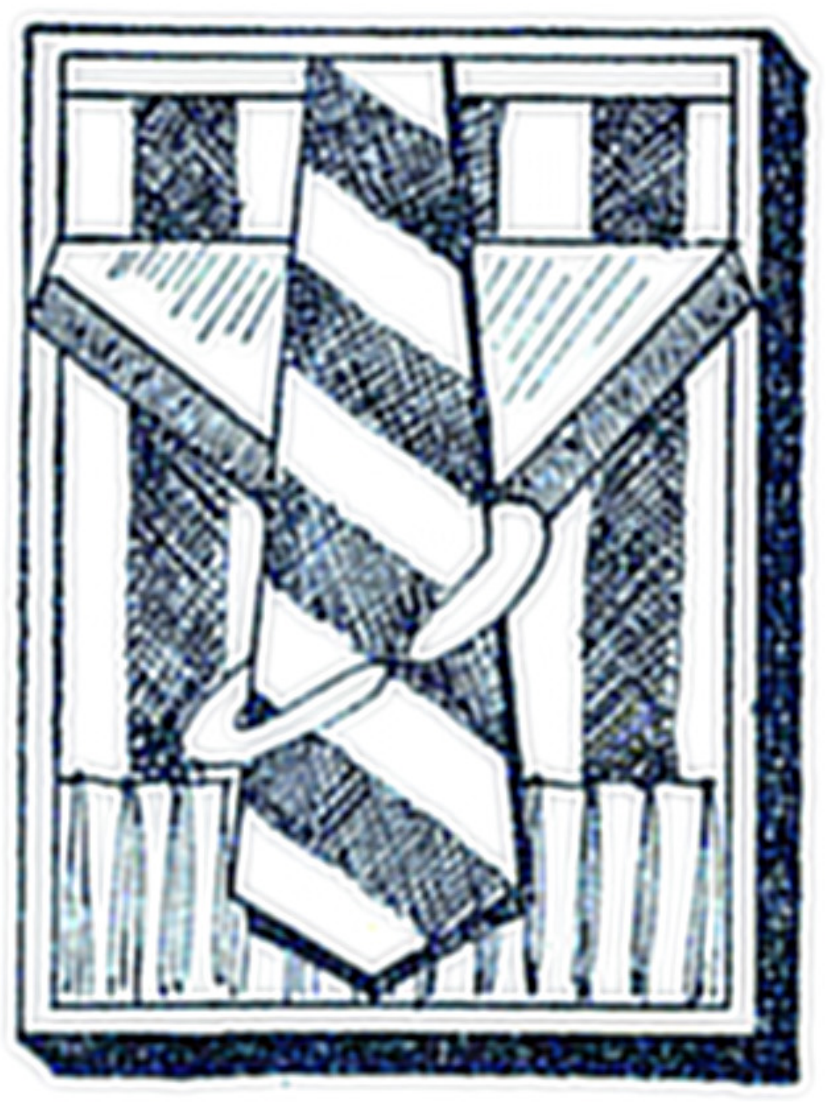
SAMPLE WATCHES 25 CENTS EXTRA :: DEPOSIT REQUIRED
ILLUSTRATED CATALOGUE ON REQUEST. QUANTITY BUYERS WRITE
BERK MDSE CO. Inc.
145 W. 45th ST.,
NEW YORK CITY

Guaranteed TIES and SCARFS for a BIG HOLIDAY BUSINESS!

One of the reasons for our continued success is our rule that the customer must always be satisfied. We have at all times a large stock on hand of seasonable, attractive merchandise in all price ranges for immediate shipment.

WE GUARANTEE EVERYTHING WE SELL, and all shipments are made subject to your approval upon receipt of goods. At anytime, if you do not sell out completely we will be glad to have you return any goods you have left in stock. We will exchange them or refund your money at your request.

You will find it a pleasure to do business with us. Order from the list below and be prepared for a big **HOLIDAY SEASON.**


No. 102

TIE-SCARF and HANDKERCHIEF COMBINATION

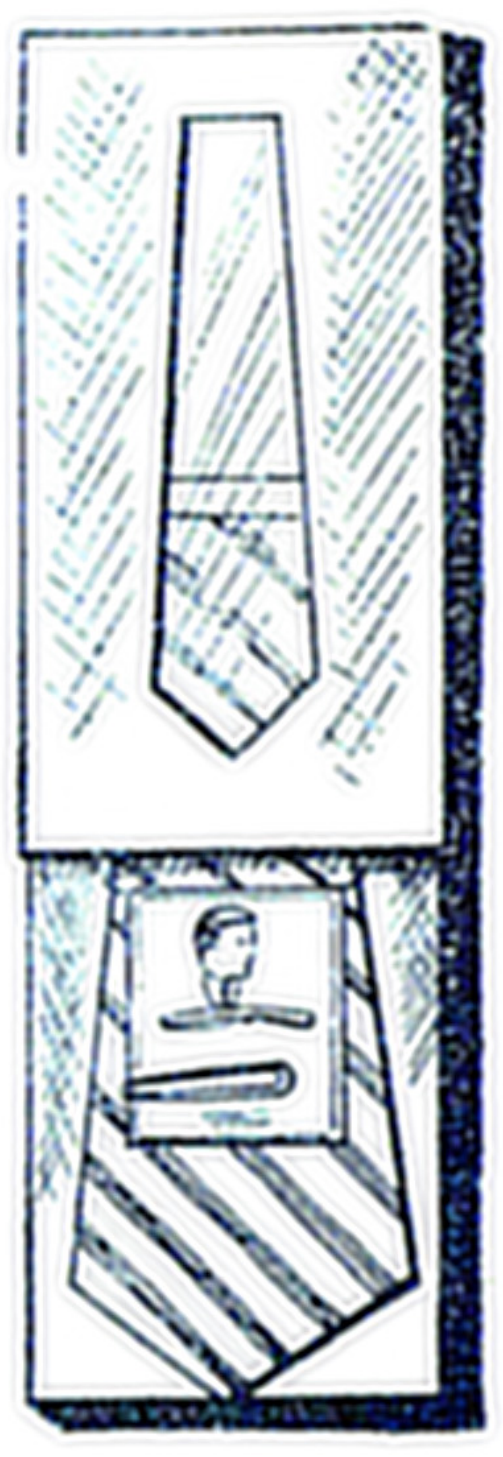
No. 102—The Big 3 for Big Profits. Attractive good quality Tie with Latest Woolie Scarf and large Men's Silk Handkerchief. Each set Color Harmonized. Packed set to individual gift box. Great for Christmas.

$1.00 Sample Set
9.00 Doz. Sets
95.00 Gross Sets

TIE-TIE HOLDER & Collar Pin Sets

No. 101 — Men's French Shape Ties complete with Tie Holder and Collar Pin. Large assortment of beautiful patterns. Each set packed in individual sliding box with cellophane window. You'll do a big business with these.

$2.00 Sample Doz.
22.80 12 Doz.
175.00 100 Doz.


No. 101

MOGADOR STRIPED TIES

No. 400

No. 400 — One of the best selling items in our line. Always a grand selection on hand of stripe and plaid effects in harmonious attractive color combinations. All full cut, made for long wear. Quality ties at unheard of prices. Order a large supply of these.

$1.40 Sample Doz.
16.50 Gross
125.00 100 Doz.

WRINKLE-PROOF TIES

No. 614—Greatest values in Wrinkle-proof Ties you've ever seen. Startling high quality. Carries 55c price tag. Looks like real $1 Value. New Spun Yarn. Guaranteed wrinkle-proof. Twist it, crush it and the tie comes back to original shape. No wrinkles. Makes a knockout demonstration.

$1.40 Sample Doz.
16.50 Gross
125.00 100 Doz.

No. 614

FAMOUS MARGIN LINE

No. 600

No. 600 — Our famous margin line. Exceptional assortment in attractive patterns. Full cut, full shape. Made for long wear. Very popular with the men. And their Women-folk, too. Clean up.

$1.40 Sample Doz.
16.50 Gross
125.00 100 Doz.

MEN'S HANDMADE TIES

No. 800 — For the man who is extremely particular about what he wears. Hand-made tie. Full cut. Exceptionally fine quality. Carries $1.00 Flash Ticket. Buy these for your better trade.

$3.75 Sample Doz.
42.00 Gross

No. 800

SCARFS

MEN'S ALL WOOL PLAID EFFECT SCARF

No. 213

No. 213 — The famous "Woolie." The best selling item in our scarf line. This year we have a larger and snappier assortment than ever. The most successful scarf number we have ever had. Make a killing with these. Order by the gross. Specially priced this season.

$4.75 Sample Doz.
54.00 Gross

MEN'S MONOGRAM SOLID COLOR SCARF

No. 107 —All rayon knit scarf in solid colors in dark and pastel shades. Beautiful monogram in lower left hand corner. Fine quality. A very lively seller. Worth any man's dollar.

No. 113—Same as 107 except that it comes in Heather effect. Colors: Navy, Brown and Maroon Heathers.

$3.75 Sample Doz.
42.00 Gross

No. 107

INDIVIDUAL PACKING
All tie numbers listed in catalog can be had individually packed. FANCY BOXES, 35c Doz. Cellophane Boxes (as illustrated above). 50c Dz.

25% With Order, Balance C. O. D. Plus Postage
NEW FALL CATALOG READY! Send for It Today!

CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N.Y.

Salesboards Move Millions in Merchandise

By Louis A. Klein

OF ALL the sales stimulators on the market today none show a greater gain in the amount of merchandise sold than the salesboard. During the depression years candy, jewelry, novelty, tobacco, hosiery, radio and a number of other allied industries depended very heavily on the results attained by the power of the salesboard. It proved to them that it was not only an outlet for their merchandise but a direct medium of advertising.

Louis A. Klein

During the past year more merchandise was sold by means of salesboards than at any time in the history of the trade, and according to predictions of both manufacturers of the salesboards and merchandise wholesalers, a far greater amount will be sold during the coming year. It is natural that with an increase in the amount of normal business and with money being more freely spent on an extensive variety of merchandise that their prediction is one that is based on fact and not on optimism.

* * *

The coming year will be a year of great opportunity. Manufacturers, dealers, operators and merchandise wholesalers are preparing to do a volume business that will far exceed the peak of prosperity days of the past. The heavy demand for all types of salesboards is a gratifying confirmation that they have been promoted to the public at large and to the dealers in particular.

Manufacturers ever on the alert for business and realizing the needs of the operators have planned to meet this demand with a variety of boards that are superior in design, outstanding in their simplicity and unique in their operation. The days of "stock" salesboards with no appeal other than the prizes to be awarded are things of the past. The ingenuity of the technicians in the salesboard industry is becoming more and more pronounced. Varied and elaborate models are being inaugurated continuously.

It is a known fact that salesboards are not only a business stimulator but also a highly successful fund raiser for churches, charitable organizations, schools and hospitals. It is often that the heads of these organizations will call in reliable salesboard manufacturers to assist them in their fund-raising campaigns. It is estimated that for the above-mentioned purpose salescards have raised over $3,000,000 net each year. In addition they sell merchandise during their fund-raising campaigns of approximately $2,000,000. This method of fund raising has outdistanced any other plan in carrying on the work of assisting our less fortunate brethren. It has made the work of fund raising easier and less painful.

* * *

To illustrate the gains in the amounts of merchandise sold thru the medium of the salesboard we have but to look at the amounts of sales that have been increased in the industries that employ salesboards.

Three hundred and six confectionery manufacturers sold during the year of 1935 approximately $257,000,000 worth of candy, $150,000,000 being sold by salesboards. Incomplete figures listed for 1936 show an increase of over 15 per cent in the amount of candy sold. This increase is directly attributed to the power of the salesboard.

Many industries innovating a new product on the market have enlisted the silent but effective salesmanship of the salesboard to popularize the same.

A leading clock manufacturer has recently placed his complete output of a certain novelty clock solely in the hands of salesboards and reports that he is selling over 1,000,000 clocks per year by this method. He stated that salesboards try out his product without the speculative risk of a costly advertising campaign and when the average heavy cost of even a small-scope advertising campaign is computed it becomes apparent that salesboards take care of many problems.

The cigaret industry has also been greatly benefited by the use of salesboards. They estimate that about 15 per cent of their gross sales is sold thru salesboards. They also estimate that salesboards have increased their business approximately 8 per cent from January 1, 1936, to October 1, 1936.

There are very few commodities on the market that cannot be sold by the salesboard industry. Salesboards have sold poultry, automobiles, fountain pens, watches, compacts, kegs of beer and other merchandise much too numerous to mention. Thru the energetic and clever appeal of the salesboards dozens of items have been moved that would otherwise still be peacefully reclining on store shelves. They would never have become "topnotchers" as quantity products without the help of the salesboard in "plugging them." They create a market that would require a long period of costly advertising in equaling results produced by their clever salesmanship.

* * *

To dealers and operators belongs a great portion of the credit shown by the gains in the amounts of merchandise sold by the salesboard. Altho many of them use deals already prepared by various firms specializing in this type of trade, many of them prepare their own deals, keeping in view the needs and desires of their customers. Instead of loading an account with a deal that will net him a large profit they are placing deals that bring a quick turnover and a volume of smaller profits.

Operators have discovered that a location now can and should have more than one salesboard on the counter. A location that has been using boards as a strict business stimulator can easily handle a merchandise deal in conjunction with the strict business stimulating one. It is important to note that in placing these merchandise deals the merchandise should be of the highest caliber and when the merchandise is won by a player it must be removed from the board, or some identification must be made that the player will feel that he is receiving a square and honest deal.

A hasty glance thru the pages in *The Billboard* will disclose what merchandise is most popular and dealers should frame their deals from such merchandise advertised since it has been proved to be the best money makers.

The salesboard industry is not resting on the laurels it has won during the past years. Instead it is devising new and better ideas in sales stimulation so that as the years roll along records will show that of all the sales stimulators on the market none show a greater gain in the amount of merchandise sold than the salesboard.

RADIO FILTER WORKERS

★ ★ ★ ATTENTION!

"FILTERS THAT FILTER"

LOU LEVY, originator of filters for streetmen, offers 3 absolutely new and different filters for 1937

These Prices Are in 1,000 Lots and Strictly for Men With Radio Outfits.

RADIO MASTER (Aerial) . . 15c
ALL WAVE FILTER (Plug-in) 6c
RADIO NOISE FILTER (New Plug-in) 8c
MASTER POWER FILTER, Jr. (New Plug-in) 15c
MASTER POWER FILTER, Sr. (New Plug-in) . . 30c
(Two big Condensers and Ground Connection.)

I do not use bootleg, seconds or plain paper tubes filled with wax, but Genuine Duco Condensers which are endorsed and actually used by the U. S. Government.

Any sample item, 50c, which will be credited against initial order. All Filters are sold subject to your personal approval and may be returned for full refund if not entirely satisfactory.

MASTER RADIO LABORATORIES
206 Broadway, NEW YORK CITY

WAXED FLOWERS

Best Quality Imported. All Colors. Large Shipments of New Georgines, Dahlias and Roses just received. Beautiful Styles and Flashy Colors.
NO. 77—GEORGINE, $27.50 Per 1,000; $3.00 Per 100.
NO. 80—DAHLIA, $25.00 Per 1,000; $2.75 Per 100.
NO. 15—ROSE, $22.50 Per 1,000; $2.50 Per 100.

Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for $3.50.

FRESH MOUNTAIN LAUREL
15c Per Lb., Any Quantity.
Prepared Foliage for all Flowers, Large Bunch, $1.00.

NO. 40—Large Bright Red Poinsettias, 6½ inch diameter, can be mounted on laurel same as Georgines and Dahlias, $30.00 Per 1,000; $3.25 Per 100.

DECORATED XMAS WREATHS
NO. 62—5-Inch Diameter, Dozen 50c; Gross $5.00. NO. 64—8-Inch Diameter, Dozen 75c; Gross $8.00. NO. 66—10-Inch Diameter, Dozen $1.00; Gross $10.50.
Sample Dozen Xmas Wreaths sent postpaid for $1.00. Beautifully Decorated Xmas Wreath, 18-Inch Diameter, Easel Attached, fast $1.50 seller, Per Dozen $6.00.
Large Assortment Xmas Flowers and Xmas Novelties ($7.50 retail value), sent postpaid for $2.50.

My Complete Sample Line of all Flowers Sent Postpaid for $1.00. 25% deposit with orders, balance C. O. D. Full amount must be sent for all Sample Orders. Orders shipped same day received. Wire your orders from this ad for immediate shipment. Send for Free Price List.

FRANK GALLO
Importer and Manufacturer
1429 LOCUST STREET, ST. LOUIS, MO.

SAVE MONEY

LARGEST ASSORTMENT OF PAPER HATS, NOISEMAKERS, SERPENTINE AND NOVELTIES OF ALL KINDS, AT LOWEST PRICES.

PAPER HATS, Per Hundred . . . . $2.00 to $12.50
NOISEMAKERS, Per Hundred . . . . 1.50 to 8.00
SERPENTINE (20 Throws in Bundle). Per 100 Bundles 3.00
CONFETTI, Per 100 Bags . . . . $1.50 | CONFETTI. 50 Pounds 3.25

TERMS: 50% Deposit, Balance C. O. D. Orders Shipped Same Day Received.

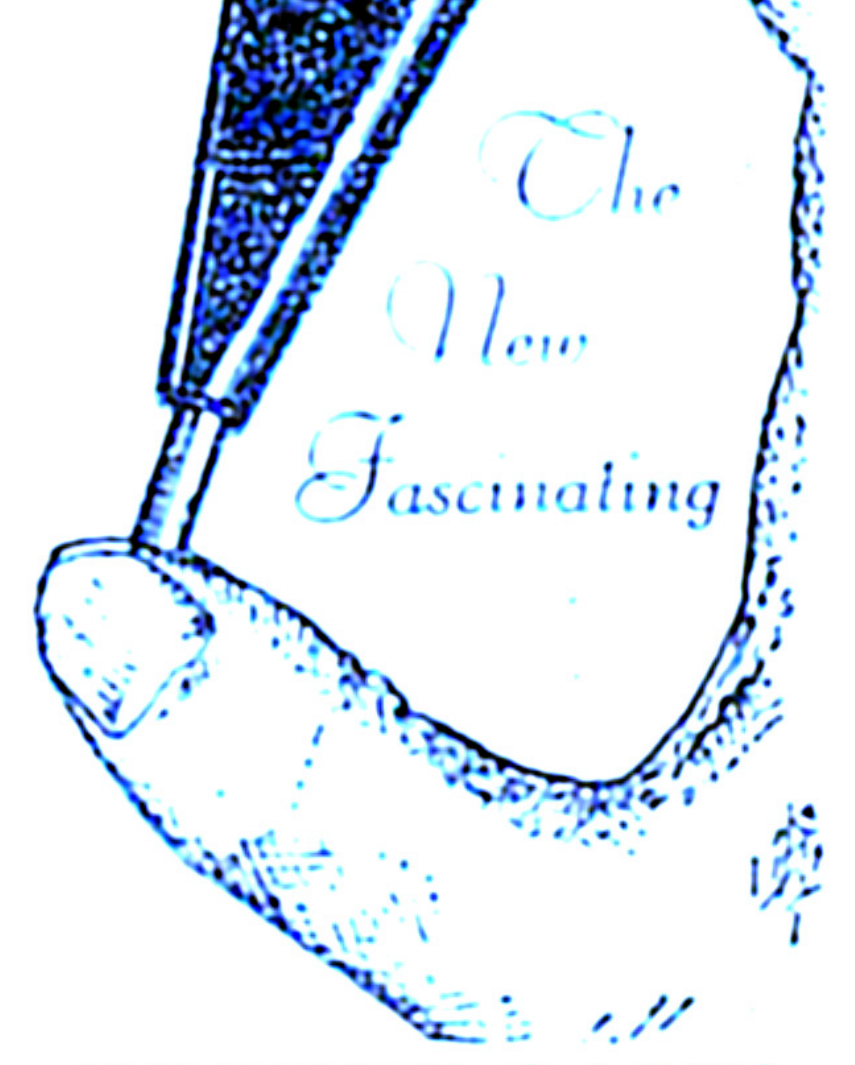
SCHREIBER MDSE. CO., 220 West 12th St., KANSAS CITY, MO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

GRAND PREMIUM KNOCKOUT DEMONSTRATOR

AEROPLANE ROULETTE AND PUT & TAKE THRILLS EVERYONE

AUTOGIRO



POCKET GAME

Spin the Dial and Put or Take. Or Break the Bank in Roulette. Graceful case of green, red or blue bakelite with artistically decorated 3-tone metal disc CATCHES THE EYE. An ingenious mechanism spins the dial with sensational speed, creating curiosity and amusement. Fits pocket or purse. Made to last. A grand item.

$39.50 Gr.
$3.80 Doz.
40c Sample

1/3 Deposit, Balance C. O. D., F. O. B. N. Y.

HERION FAN CO.
1387 LEXINGTON AVE., N. Y. C.

French Boudoir Dolls

No. 96—Miss Hollywood.

$24.00 Doz.

Advance Flapper Models.

Beautiful Dolls attract business. Doll 32 in. high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers and Distributors wanted.

STANDARD DOLL CO. Inc.
36 E. 22 St., N. Y. C

OH BOY! WHAT FIREWORKS!
FREE
CATALOG AND COUPON

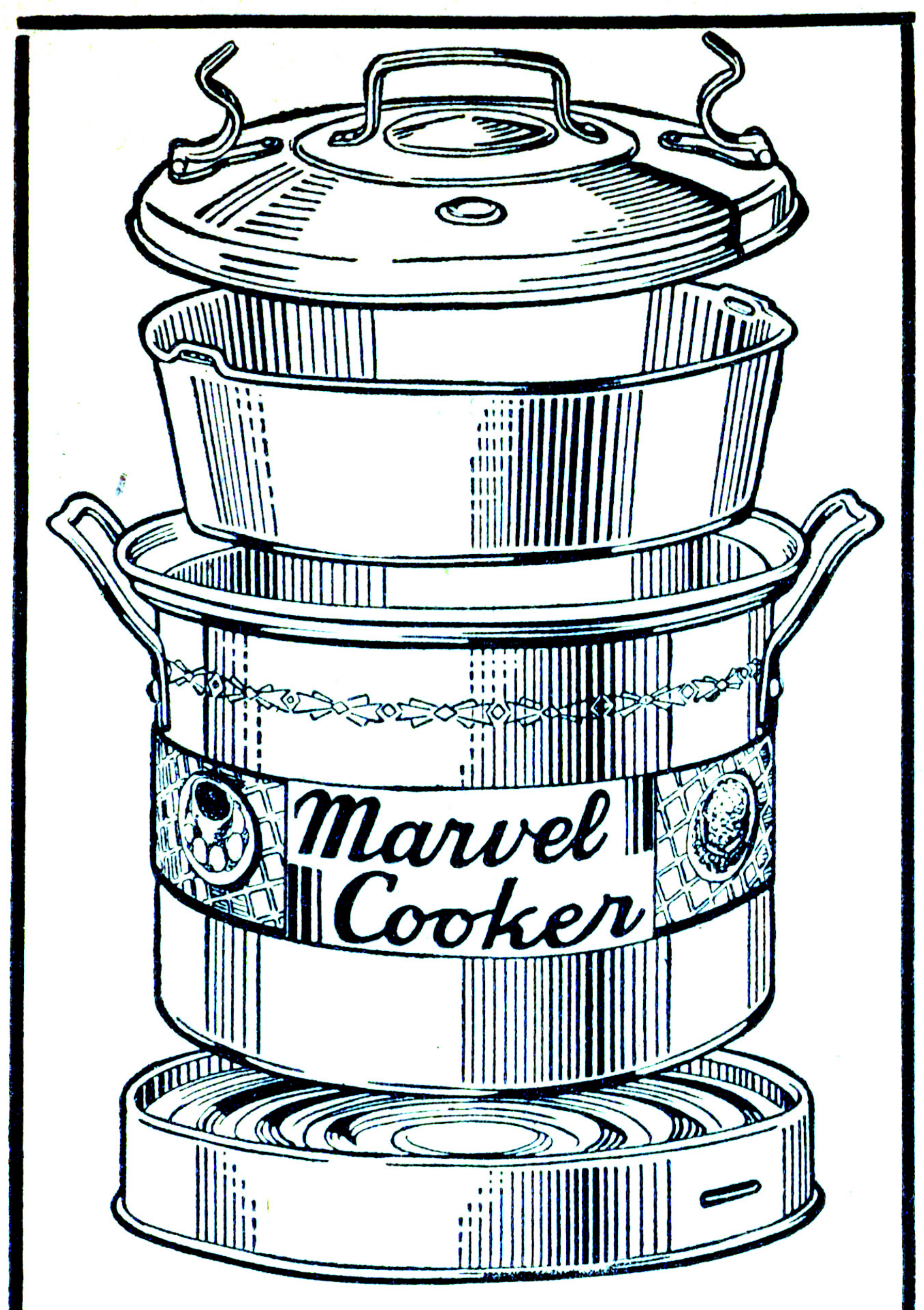
Return coupon with order for Fireworks and get big 35c box of SALUTES FREE.

SPENCER FIREWORKS CO., Box BB-150, Polk, Ohio

ELGIN or WALTHAM $1.95 *Ea.*

7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size Elgin and Waltham, $2.75.
Flash Carnival Watches that do not run, 50c each.
Send for Price List.
Your Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.



New! Novel! Practical!

BUILDS BIG PROFITS

Prepares a complete meal at one time over one low flame. Saves fuel and food! Prepares food the healthful way—with little or no water. It is the ideal prize for games or amusements—and the low cost will amaze you.

Write your jobber for details on our complete line of aluminum utensil prizes—also new gift ware. If your jobber cannot supply you, write direct for bulletins!

WEST BEND
ALUMINUM COMPANY
Dept. 63A, West Bend, Wisconsin

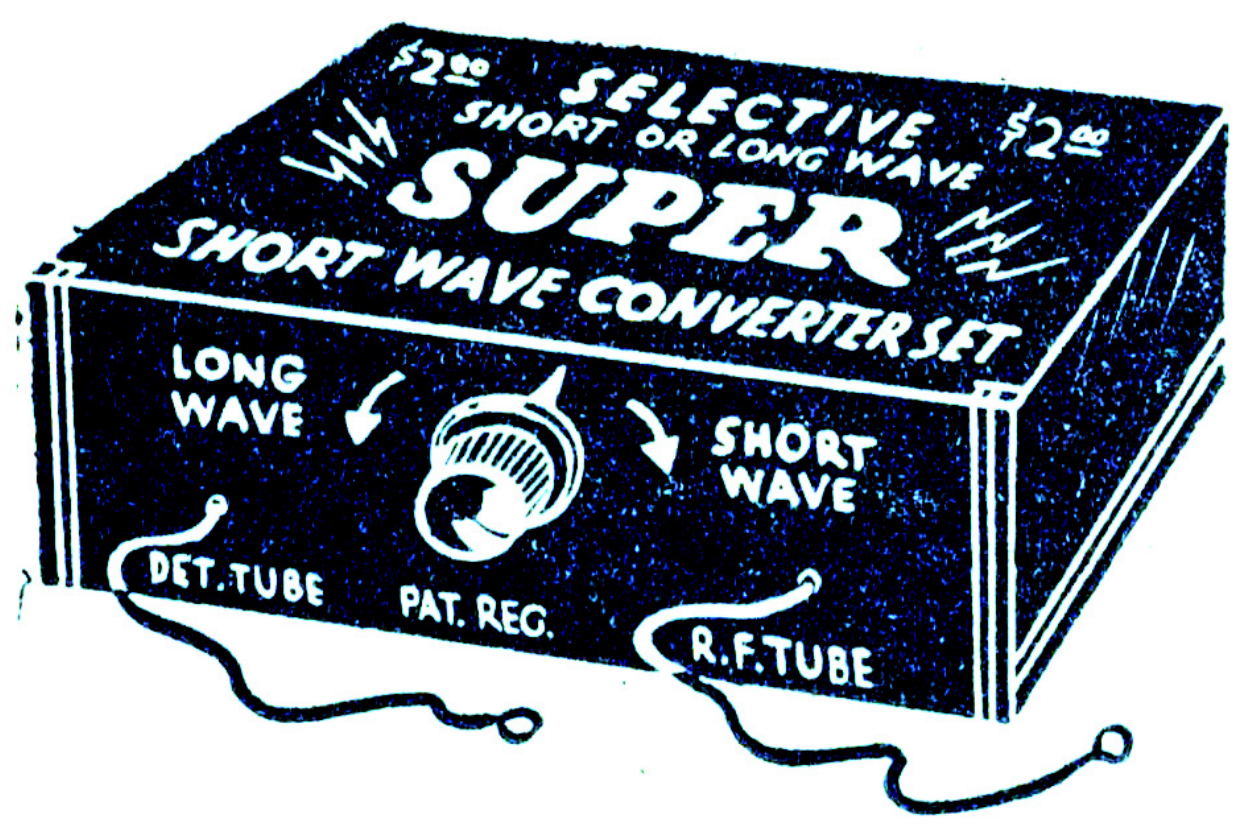
NEW ITEMS—

(Continued from page 103)

should make the selling of this new novelty exceptionally profitable. Company is making a special money-back sample offer to interested distributors, salesmen, agents and pitchmen.

Short Wave Converter

A new radio device, the Super Short-Wave Converter Set, is being introduced by the Super Engineering Company. Bill Ray, president of that concern, claims it to be one of the most remarkable radio inventions in years. He informs us that the set converts any radio not equipped for short waves into a short and long wave set, and that it is already meeting with public favor in the East. Set is attached to any radio in a jiffy. Anyone can do it. There are two wires extending from the device, one is connected to the aerial, the other to the ground. As soon as the wires are attached it is claimed the radio is ready for short and long-wave reception. To operate a knob in front of the converter is turned to the wave length desired. The set is 5 by 3 by 2 inches in size and is attractively priced. It is the result of three years of experimentation and is guaranteed.

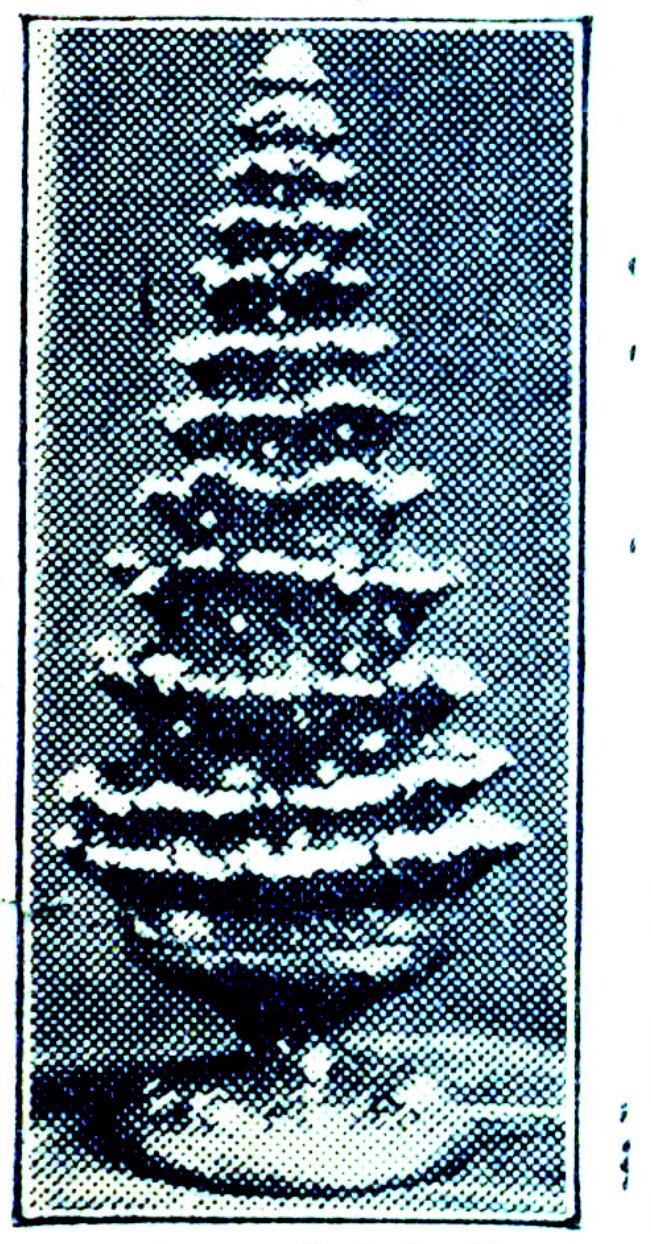


Envelope Moistener-Opener

A useful sanitary article for opening and moistening envelopes, selling under the trade name of Fil-in-Bac, has recently been introduced by the Monmouth Pen Company. Made of pyralin, it is unbreakable. It comes with a stand, making it an attractive desk item. The moisteners are gotten out in four flashy colors, with an envelope opener in black on top. Sets are packed in in-

(See NEW ITEMS on page 108)

Height, 18"
Width, 8"



Copyrighted

Christmas Tree Lamp

NEWEST NOVELTY ON THE MARKET.

Good for many years. Finished in Holly Green with sufficient sprinkling of Snow Tinsel to make it a very attractive Holiday Decoration. This Lamp is made up in two pieces, completely wired with approved cord, and when lighted up with a red bulb gives it a very realistic effect. Don't delay in getting your orders in early, as this is the Hottest Xmas Novelty out. **Price, $7.50 per Dozen; 6 Dozen, $42.00, F. O. B. Detroit. Single Samples, $1.00 Each.** 50% deposit with order, balance C. O. D.

ORDER AT ONCE.

INDUSTRIAL ART SUPPLY CO., Inc.
3529-33 Gratiot Ave., DETROIT, MICH.

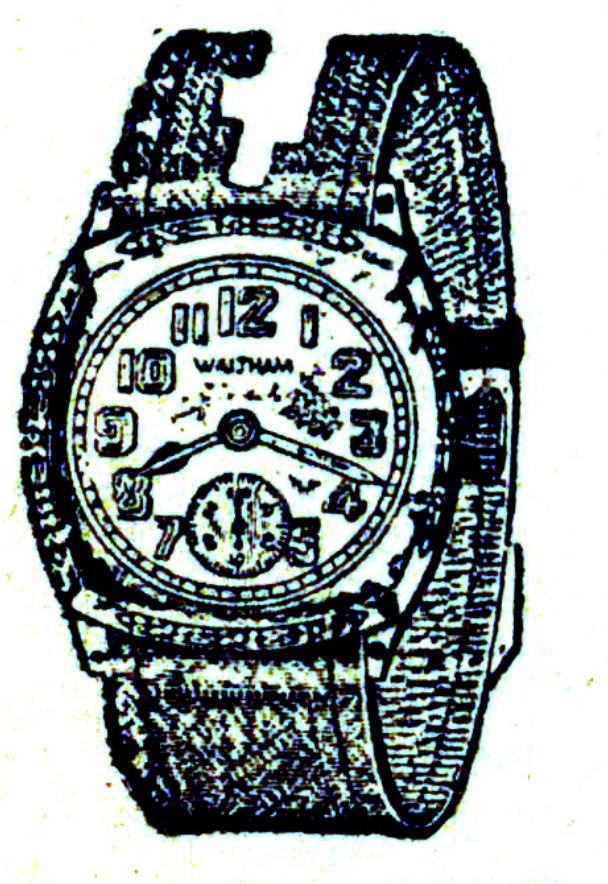
XMAS SPECIALS AT NEW LOW PRICES

HAWAIIAN DANCERS, Gr.	$9.00
BLACK & WHITE FIGHTERS, Gr.	9.00
JUMPING FUR DOGS, Gr.	7.50
ACROBAT DOLL, Gr.	8.00
SMALL BOY ON BIKE, Gr.	7.20
MICKEY MOUSE TOSS UPS, Gr.	4.25
10-INCH FANCY WREATHS, Gr.	8.00
EXTRA LARGE CRAWLING BABY, Doz.	3.50
LARGE MICKEY MOUSE ACROBAT, Doz.	1.75
BLACK RUNNING MOUSE, Gr.	3.00
KRINKLE SANTA CLAUS, Gr. Giant Worker, 50c.	3.00
LARGE SIZE BOX ICICLES, Gr.	3.00

One-Half Deposit on All Orders.

Harry Kelner & Son Inc.
50 BOWERY, NEW YORK CITY
The House With a Reputation.

GREAT XMAS SALE



WHILE THEY LAST! MEN'S WRIST WATCHES — Assorted Shapes; 10½ Ligne, 10K Rolled Gold Plate Case.

6 Jewels, Each	$3.50
15 Jewels, Each	4.50

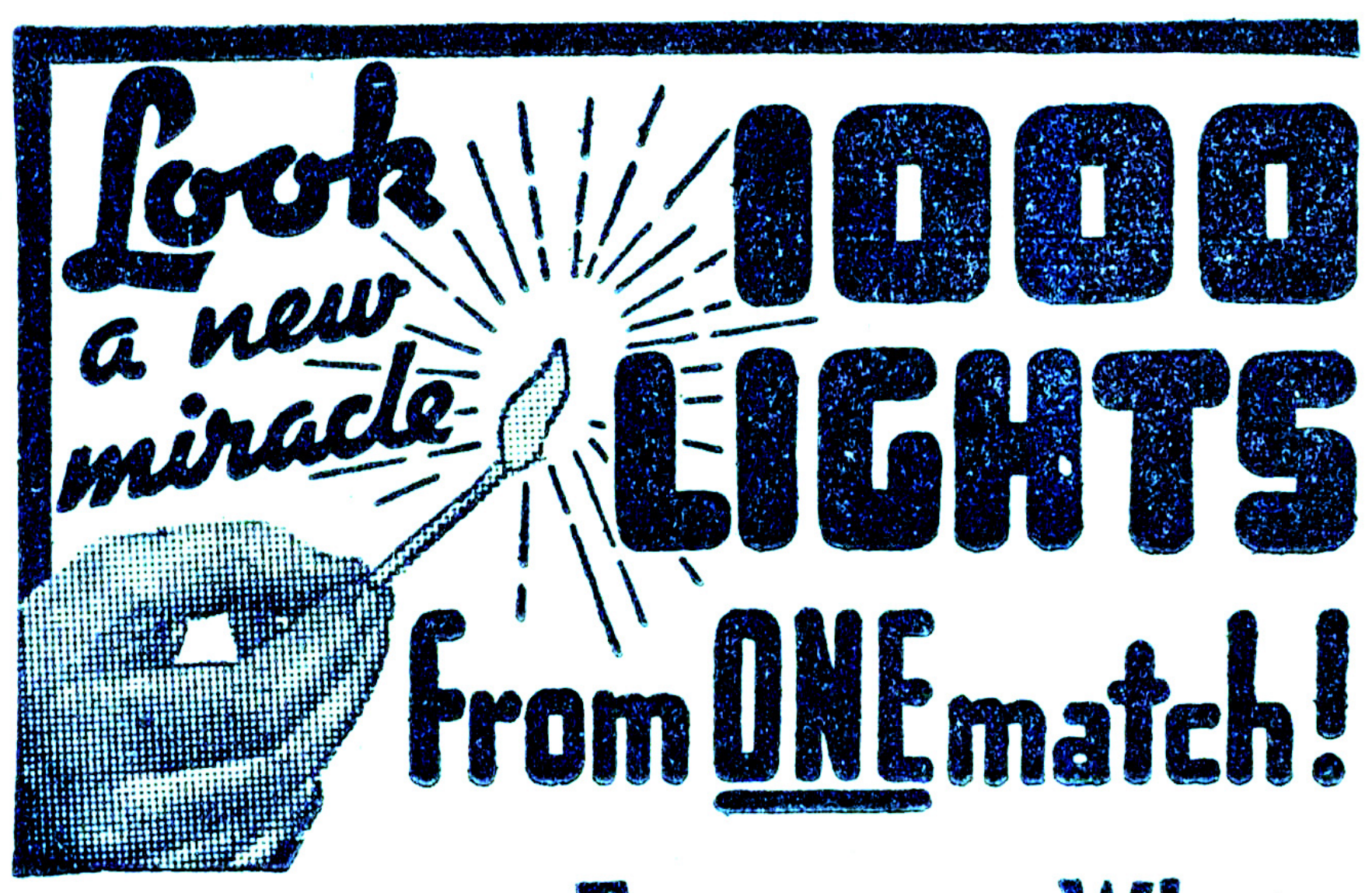
DUEBER HAMPDEN WRIST WATCHES—7-J., $3.00; 15-J., $3.75.

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, $3.50 and Up; 14 Karat, $4.50 and Up.

ELGIN & WALTHAM—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement. Each **$2.00**
15-Jewel, $2.50; 17-Jewel, $2.75.

SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
173 Canal Street, NEW YORK, N. Y.



AGENTS Big Profits

Men and women! Here's big quick profits for you! Can-O-Lites wanted by millions. One man sold over 15,000 in three months. Ask for Money - Making Plan and territory offer. Write us to-day.

Everyone Who Sees It Says It's Amazing!

Can-O-Lites! Amazing new breath-taking invention! Banishes lighters and matches forever — gives 1,000 lights with this one mysterious new kind of match. **NEVER NEEDS TO BE REFILLED.** Sure as a match, it strikes like a match and replaces the match. Yet there are no burnt out matches strewn around. Instantly you have a big, giant flame that will light a pipe, cigar, cigarette, gas stove and serve the thousands of uses a match has.

Retails for Only 25c

Can-O-Lites sells for the astounding low price of only 25c, complete. No sparks. No cinders. No danger of burnt clothes or fingers. Never fails. Absolutely safe. No wicks or gears or wheels. Nothing to get out of order. Men and women—write quick for amazing details.

CAN-O-LITES MANUFACTURING CO.
Dept. B-11, Youngstown, O.

MAGNO'S NEW ITEMS

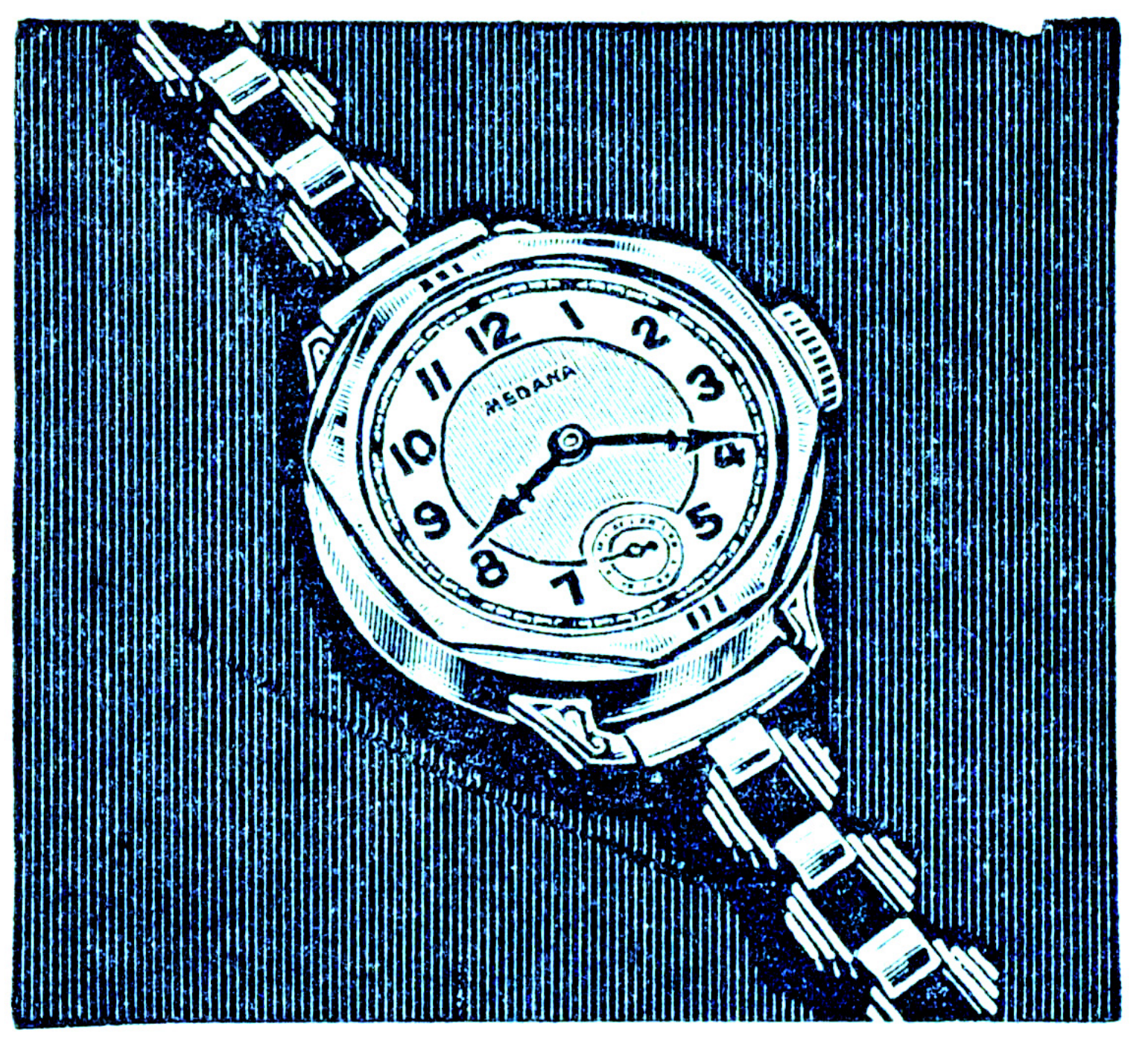
RED HOT TIMELY SELLERS—Big Profit. The items listed below at dozen prices to you. Rush your order. **SQUIRT CIGARETTE PACK** 75c, Foolem Matches 50c, Goofy Matches 25c, **CHAIR BANGO** $1.35, Bending Knife 75c. Bashful Lock 60c. **NO? NO! A 1,000 TIMES NO!** Panties with Lock. Giant Cigar 75c, Plate Lifters 80" 75c.

FAST SELLING COMIC SPICY XMAS GIFTS

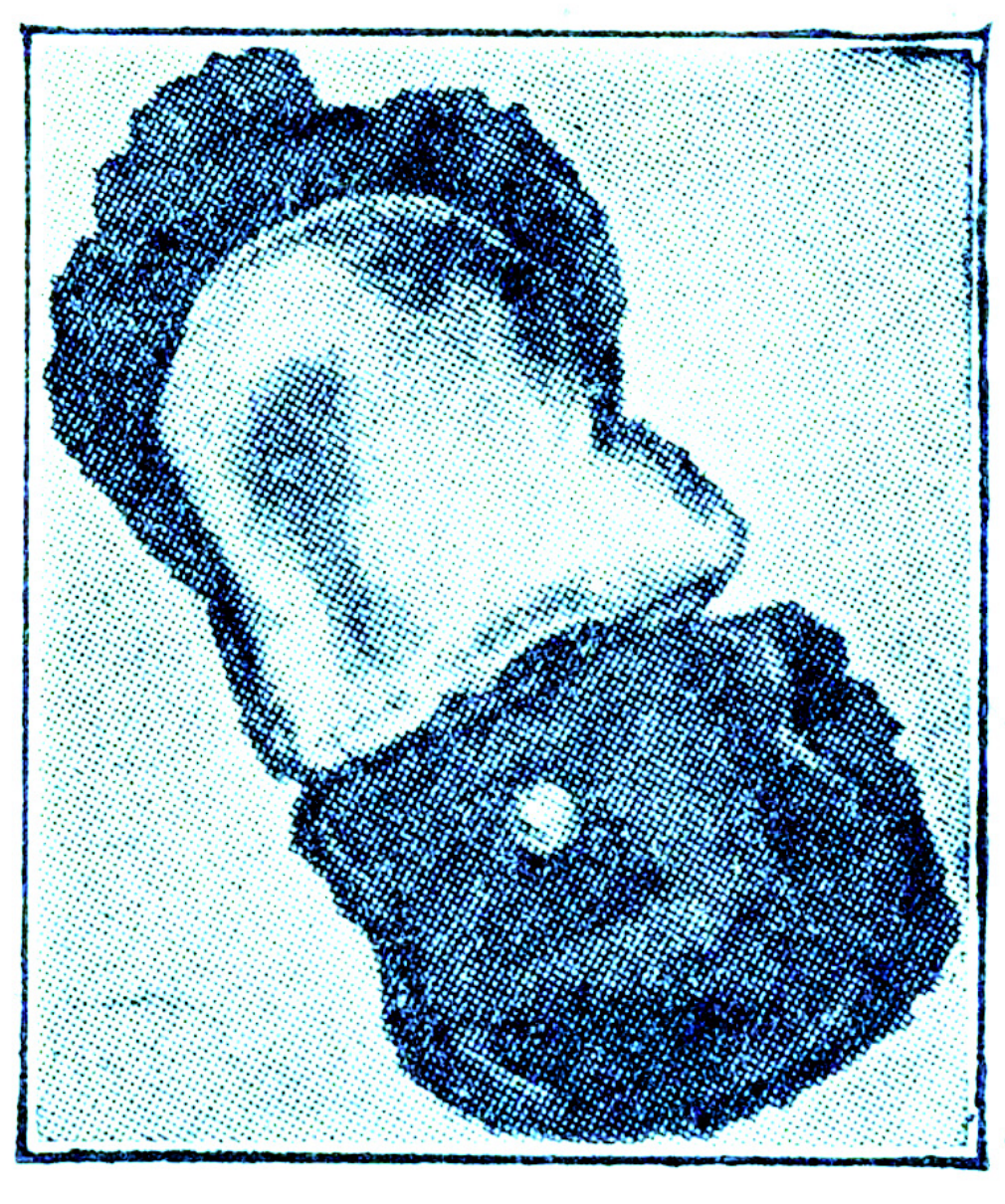
Ideal Gift for He Men or Ladies 90c, Special Gift $1.20. Gift De Luxe $1.20, Rejuvenation Set 90c, For the Bride 90c, etc. **COMIC XMAS CARDS, FOLDERS, XMAS SAND CARDS.** Cards, 3 colors, 20 kinds, $2.50 per 1,000 is our Big Special. Asst. No. 3 50 kinds, 3 colors, $3.50 per 1,000. **PHONY COMIC DIPLOMAS** for Xmas 25 kinds, $2.50 per 100, and many other Specials. **OUR XMAS BULLETIN IS READY** and will be included with your order. Or send $2.00 for 100 Samples of Cards, Folders, Jokes, Tricks, Puzzles, etc. Catalogue alone 10c.

Magnotrix Nov. Corp., 136 Park Row, New York

HAGN'S XMAS SPECIALS



Round Watches are the vogue. Here is the ideal premium and prize item for boards, etc. Small 9¾ l size, smart modern chrome cases and matching Bracelets. Assorted Silvered Dials, Jeweled Movements. A direct importation enables us to offer this exceptional buy. Each in Gift Box. No. B13W13. Each .. **$2.45**
In Lots of 12 or More, Each $2.25.



NATION'S LATEST THRILLER

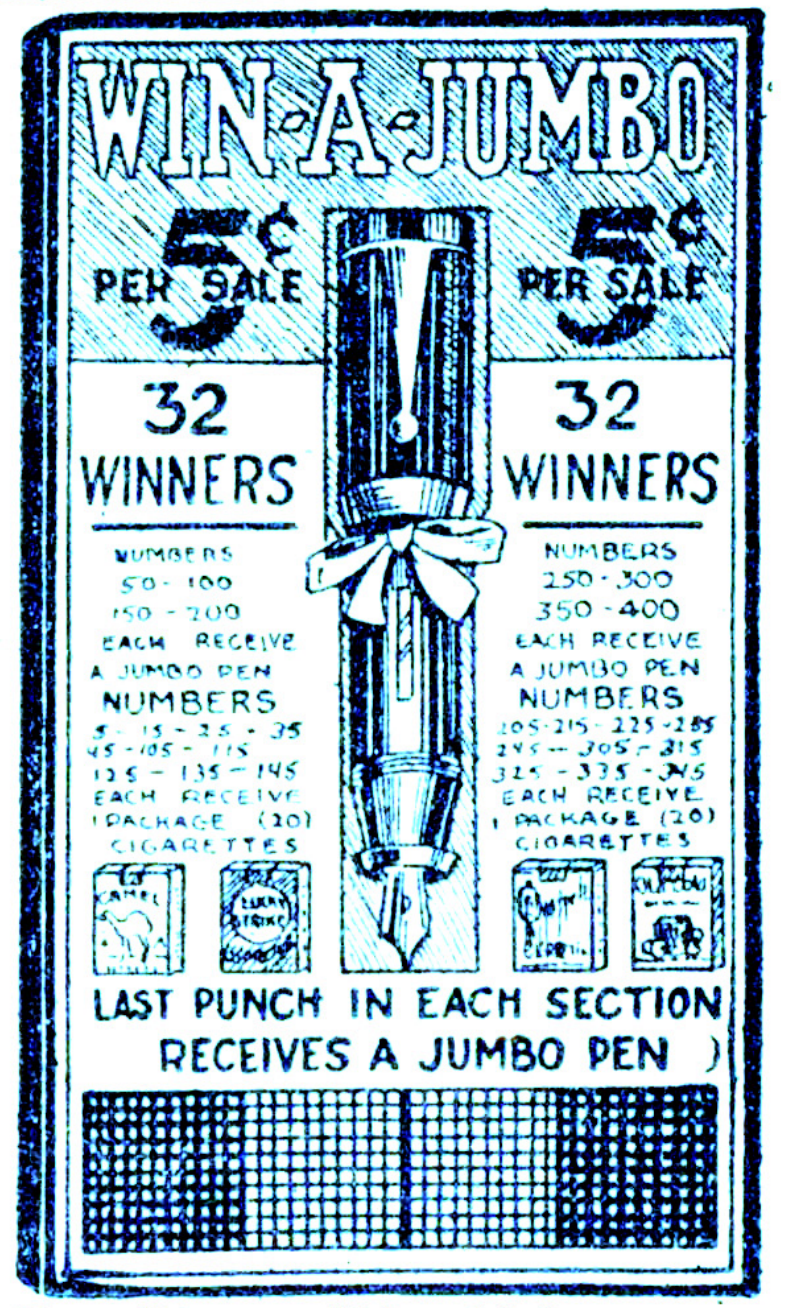
DEEP SEA TREASURE PEARLS .... CANNED IN THE OYSTER !!

The Outstanding Novelty of the Hour is this Unique Item, a Canned Oyster which contains a Real Cultured Pearl, Value Not Less Than $2.00 Retail, and Possibly $50.00. Write today for particulars on this Sensational Item, Suitable for Salesboards, Claw Machines, Prizes, etc., or order a sample, No. B11J12, at $1.25 Each.

FAST SELLING JUMBO PEN DEAL

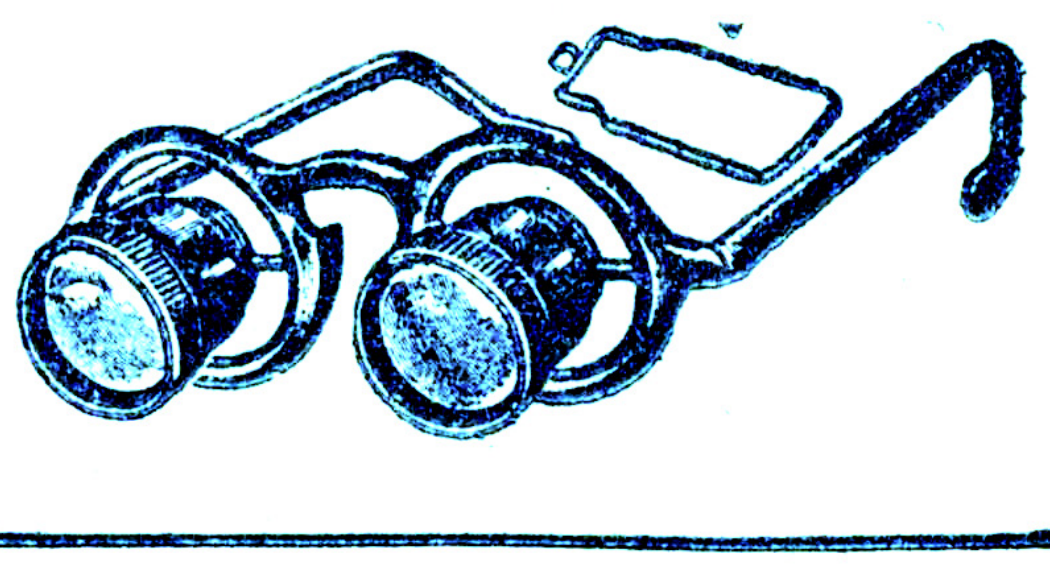
$3.95 EACH WITH 12 PENS IN LOTS OF 6

$4.25 ea. In Smaller Lots



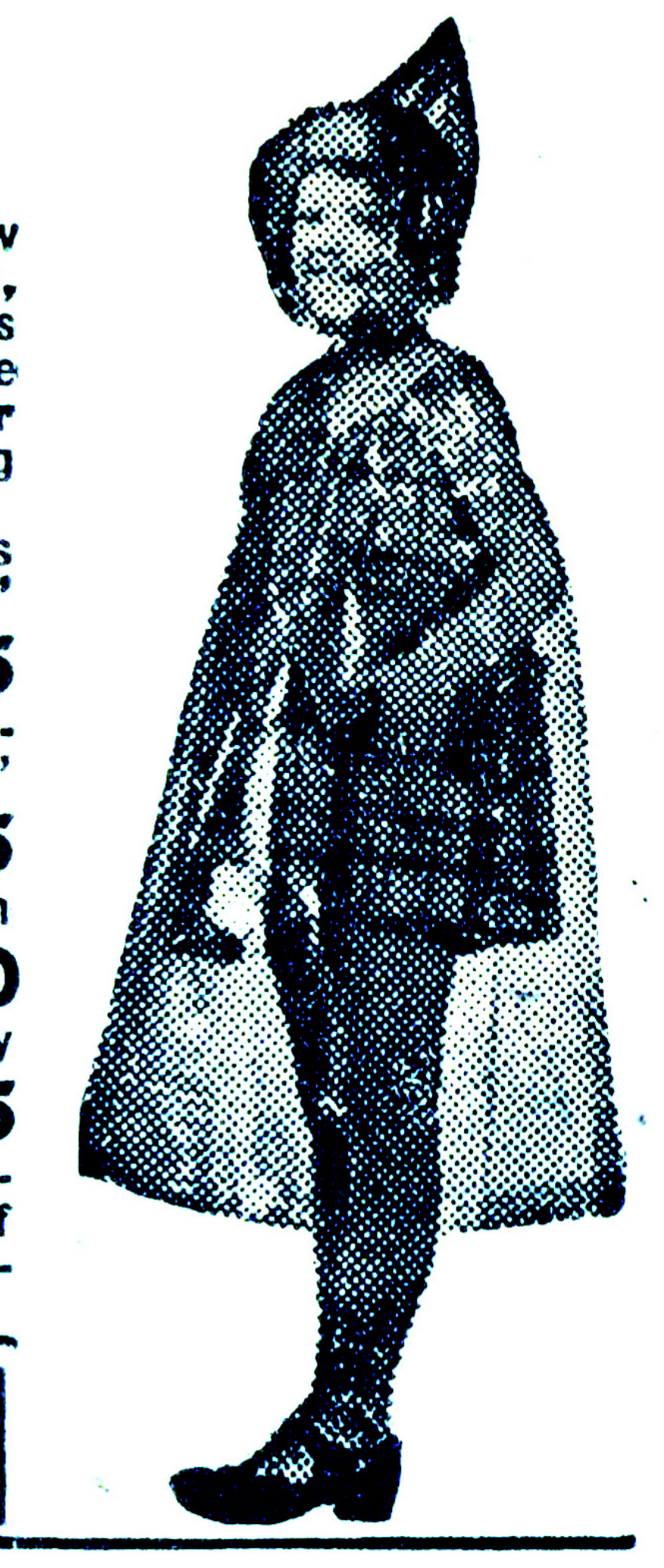
Get in on the Big Profits with this new, snappy seller. Takes in $20.00 (400 holes at 5c). Pays out 12 latest novelty oversize Jumbo Fountain Pens and 20 Packages of Cigarettes. Sells to dealer at $8.50. Wire your order in today. Order No. B37 Deal. Price $3.95 Each in Lots of 6 or more. Each Deal is complete with 12 Pens. For compactness board displays only one Pen.

Sport Binoles



B20Q16—A Featherweight Binocular that is worn like Spectacles. Per Pair... **90c**

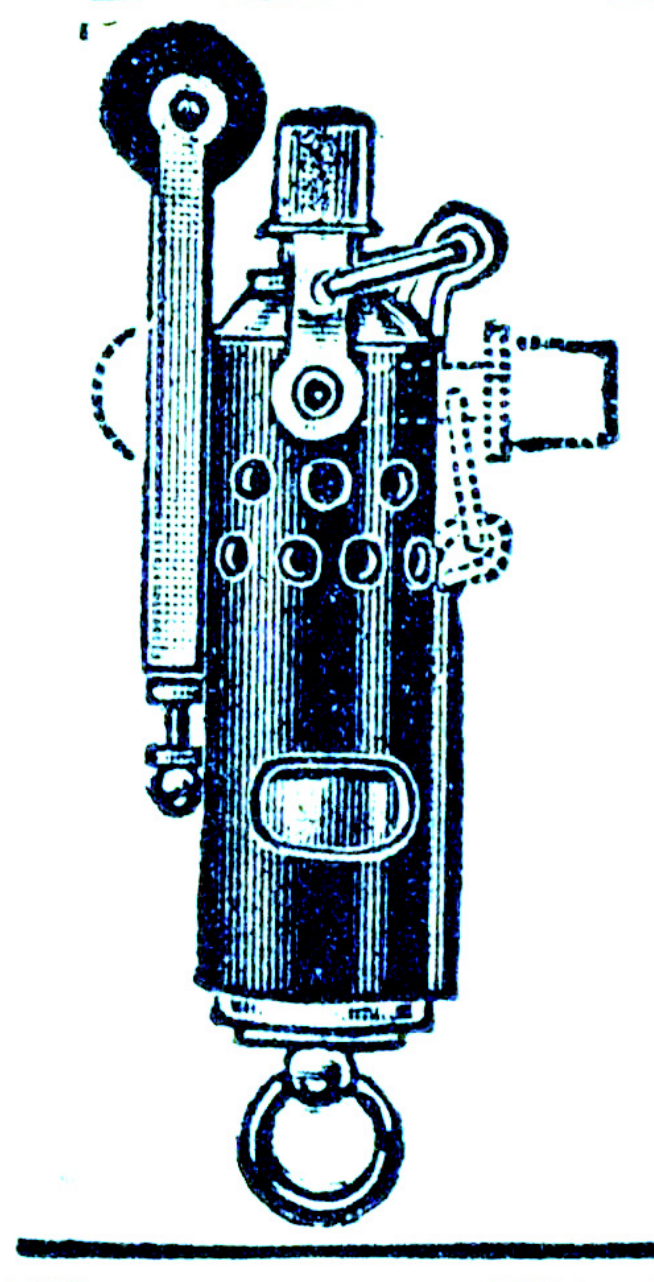
PLIOFILM CAPES



Pliofilm is that new feather light, sheer, transparent, odorless rubber fabric available in clear, red, blue or green in the following items:

No. B3 — Children's Capes, 34 or 40" Lengths. Per Dozen . **$7.65**
No. B1—Women's Silhouette Capes. 50" Lengths. Per Dozen . **$9.45**
No. B5—Sheer-O-Sheen Shower Cap Per Dozen . **$2.00**
No. B6 — Beauty Bibs. Per Dozen . **$2.35**

Also in Shower Curtains, Aprons and Golf Jackets. See our Catalog.



WINDLIGHTERS

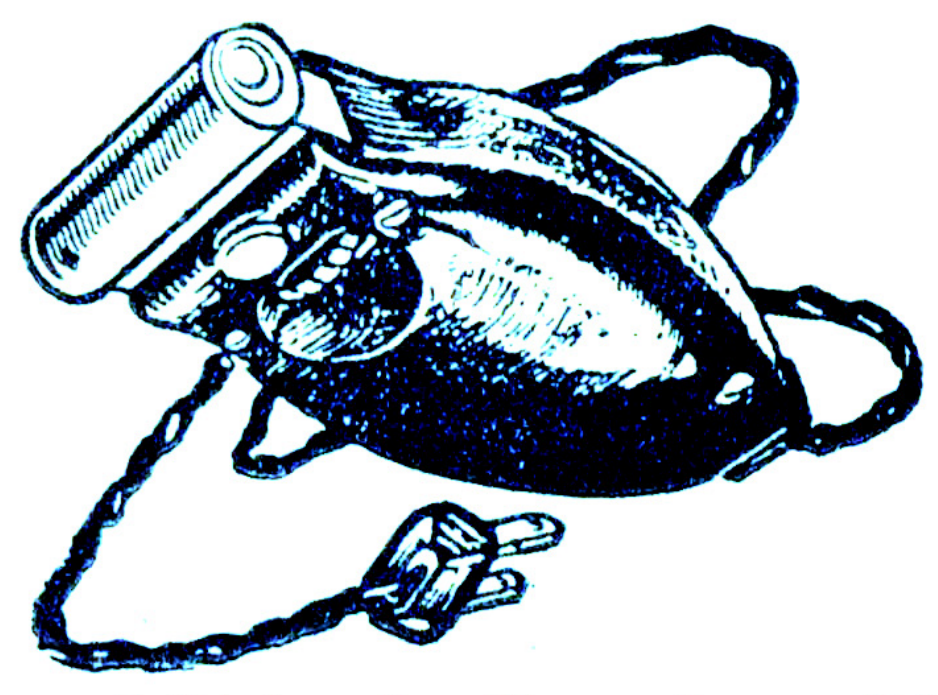
No. B18J75 — The ever-popular Windlighter still a record maker in sales, Brass finish. Doz. $1.25; Per Gross **$13.50**

No. B18J76 — Austrian Windlighter, as above, in new streamline shape, brass or nickel, plain or engraved. Per Doz.. **$3.75**

We carry the Largest Line of Lighters available.

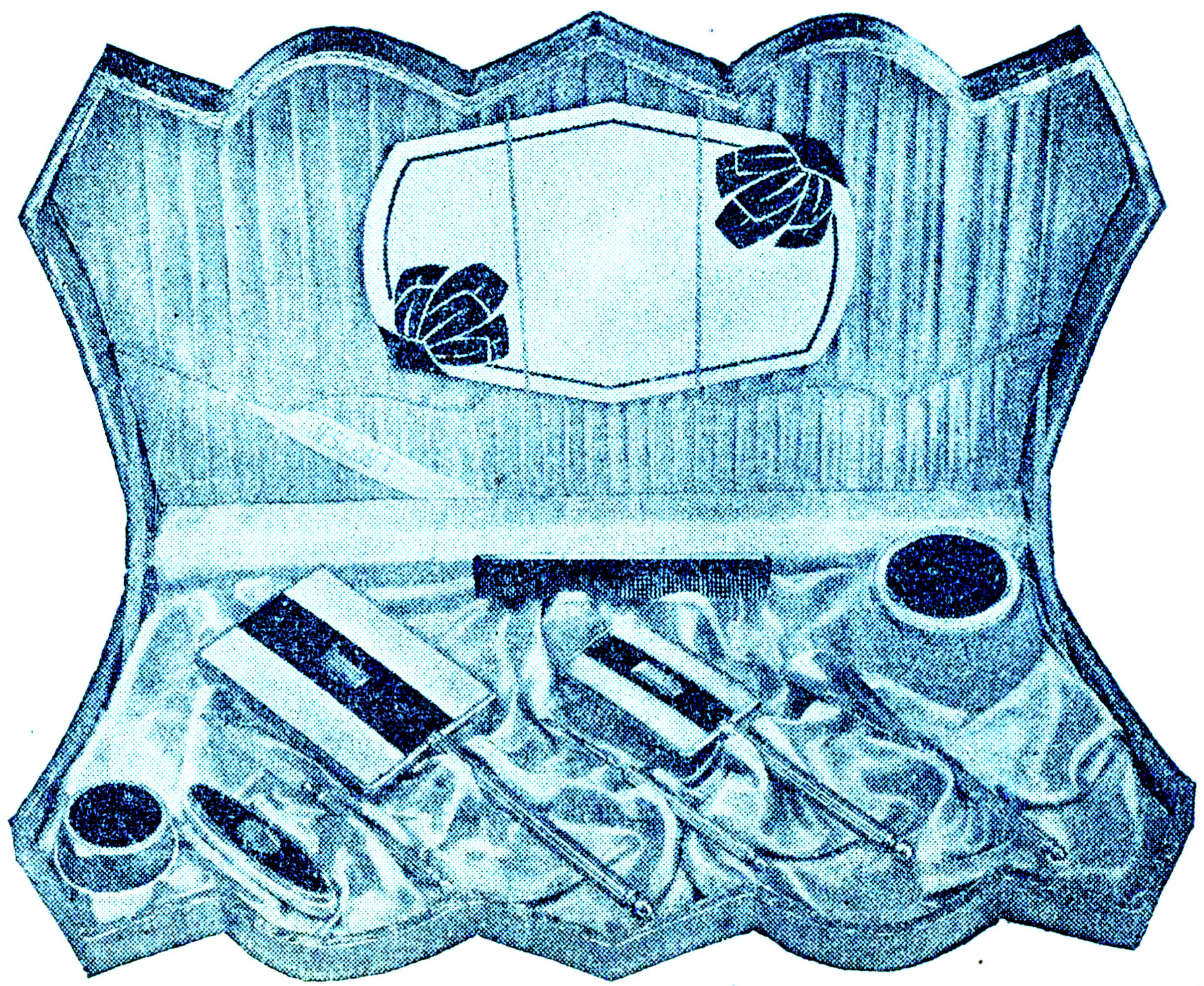
THE BARKING DOG FROM Hollywood
HE OPENS HIS MOUTH • HE BARKS • HE WAGS HIS TAI

No. B16x31—The Sensation of the Premium World. Gives a realistic two-minute demonstration at each winding. Stops the crowds and brings in the cash because everyone wants one of these beautiful real Fur Dogs. Height, 15 ins.; Weight, 4 lbs. Black or White Fur. Body is strong metal construction. Each **$4.95**
In Lots of 2 or More, Each, $4.75.



PACKARD LEKTRO-SHAVERS

Millions want the Packard Lektro-dry shaver. Makes shaving a pleasure and eliminates irritation. Big possibilities for live wires with this item. Retails at $15.00, your discount 33 1/3% in lots of six; smaller lots 25%. Order No. B10K6.



ENAMELED TOILET SET

B13H3 — 10-Piece Chrome and Enamel Toilet Set. Colors: Green, Black and Orchid. A beautiful set with all the necessary implements in a handsome box. $10.00 value. Costs you Per Set **$4.95**

B13H4—As above in duo-tone Black and Green, Black and Orchid, Black and Ivory. Per Set **$4.95**

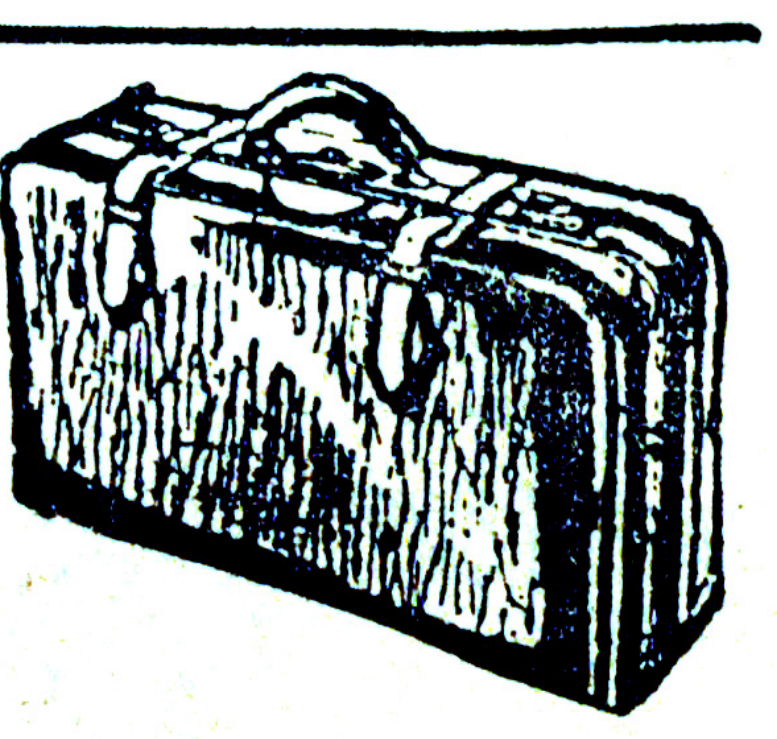
Pendant and Ring Sets

G282—Sparkling Asst. Color Stones, White Metal Mountings. Complete, in Boxes Per Doz. Sets. **$1.50**

TERMS Our prices are less 2% cash discount and F. O. B. Chicago. 25% deposit required on C. O. D. orders.

CATALOG The items listed above are a few of the many hundreds of values listed in the Hagn Catalogues 368 and 369 Have you got your copies? If not, ask for them.

JOS. HAGN CO.
The World's Bargain House
217 to 225 W. MADISON STREET
CHICAGO, ILL.



B427L3 — Genuine Leather Gladstone. Walrus grain. Good hardware. Black or Brown. 24". Each **$4.95**

Business Is On The "UP and UP!"

GET YOUR SHARE WITH THESE HOLIDAY SPECIALS

MECHANICAL HULA DANCER with Rayon Skirt. Has powerful Spring. When wound up the doll shimmies. Each in a Box.

6½" Size. B40N139— PER GROSS **10.00**

9" Size. B40N76— PER GROSS **21.00**

JUMPING FUR DOGS. Complete with Rubber Ball and Tubing. Every Child will want one.

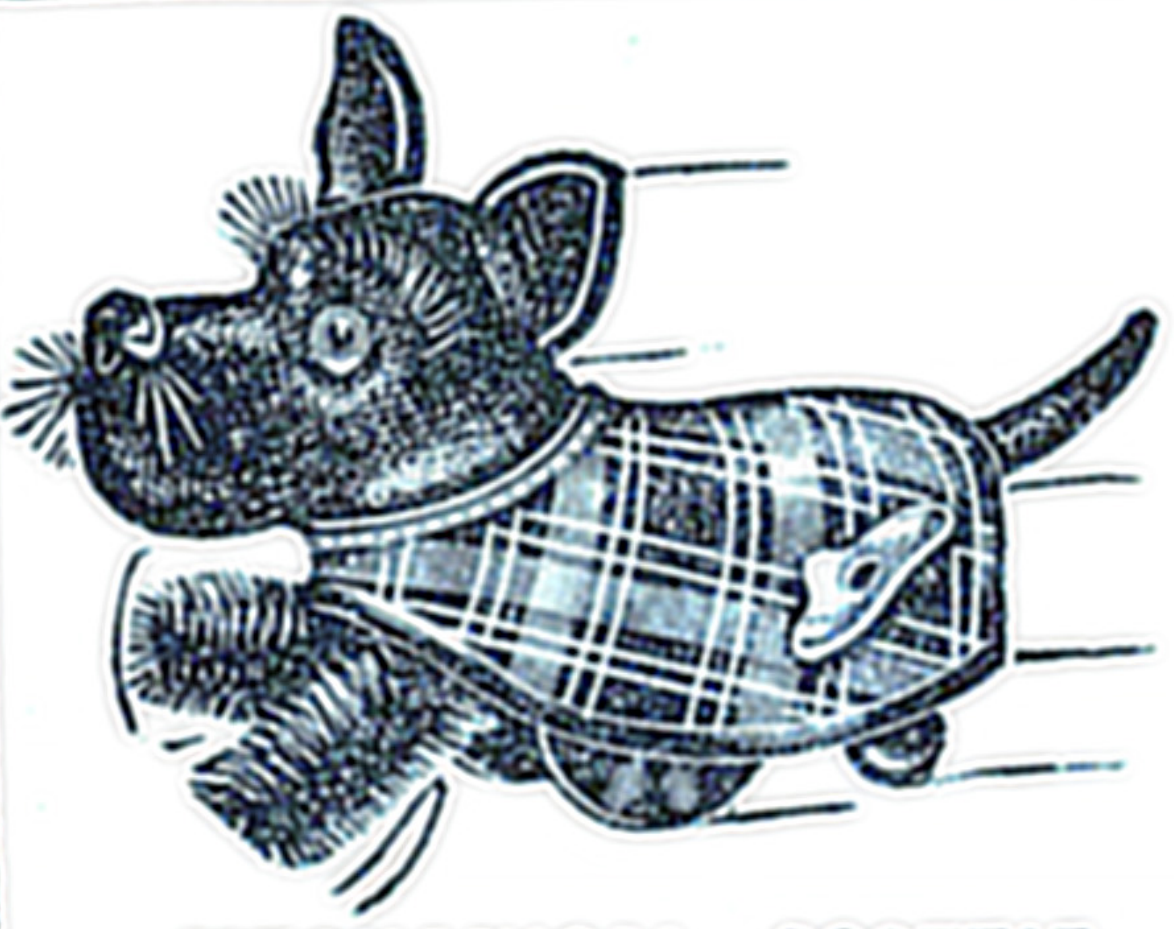
B38N264— PER GROSS **6.75**

MECHANICAL PECKING BIRD. 1¾" over all, with long felt tail. Bright colors. Each in Box.

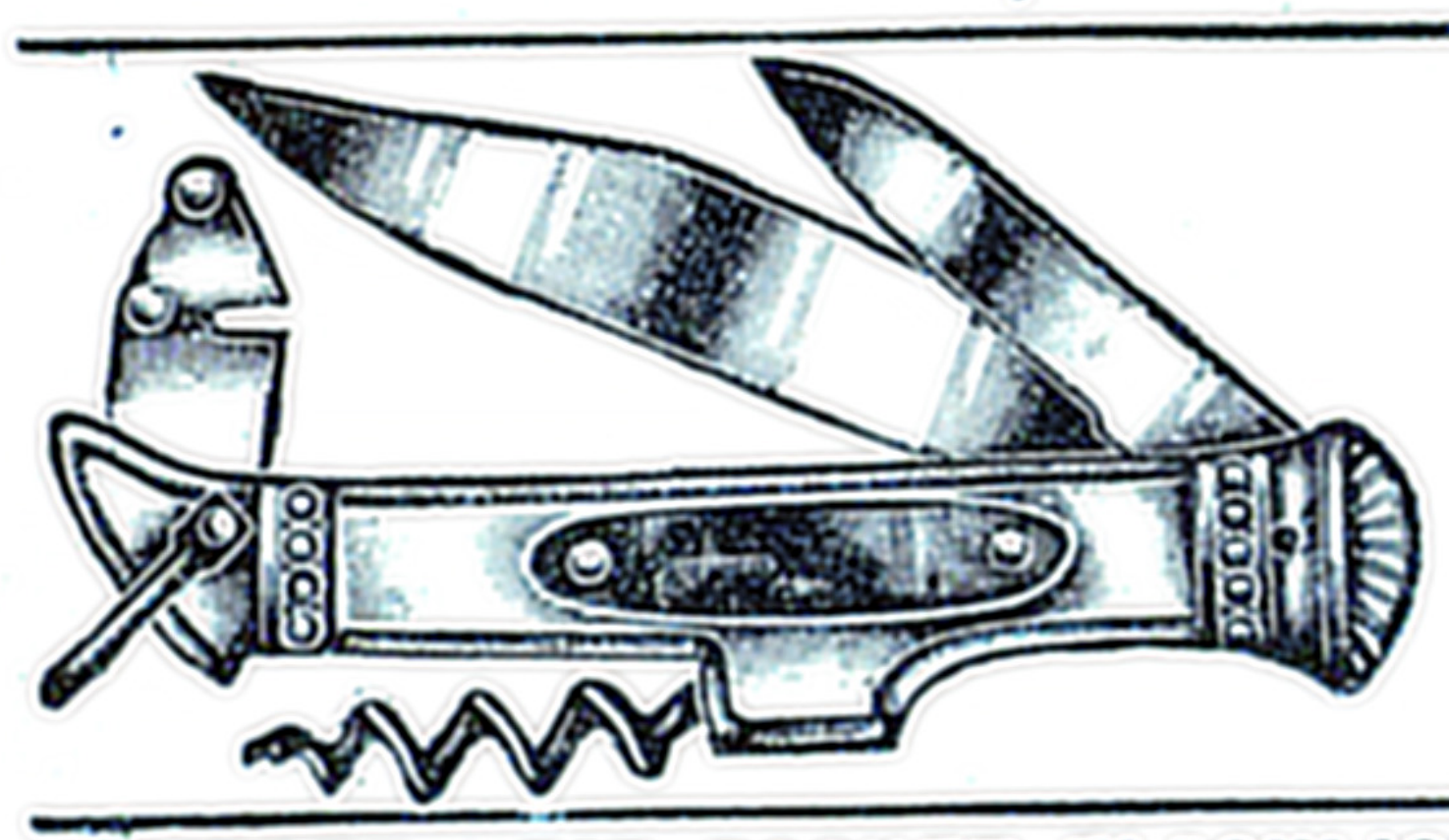
B40N75— Per Gross, **9.00**

MECHANICAL INDIAN ON HORSE. 5" overall. Strong Spring Motor. B40N74— Per Gros **9.00**

MECHANICAL COWBOY with Lariat. B40N41— Per Gross, **9.00**



MECHANICAL SCOTTIE AND SPANIEL DOGS. Made of metal covered with cloth. Glass Eyes. 1 Dozen Assorted in Box. B40N13— Per Gross, **22.50**

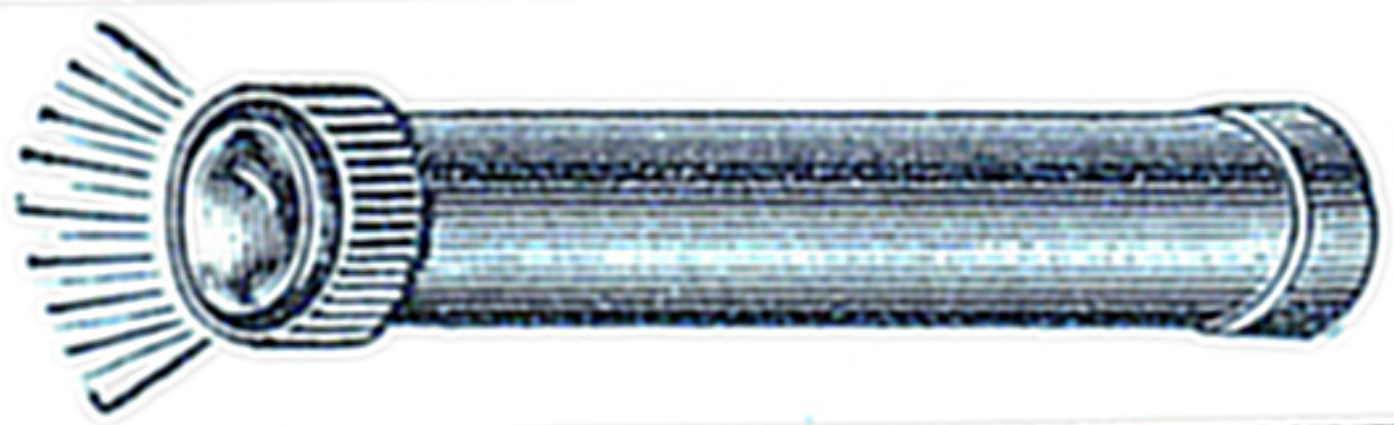


COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen. Glass Cutter and Corkscrew. Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay, equipped with Shackle for Chain. Size of Knife Closed, 3½". One Dozen In Package.

B10C178— PER GROSS **12.00** PER DOZEN **1.05**

MIDGET VEST POCKET FLASHLIGHT—3" overall. Metal Case, enameled in colors, nickeled ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton.

B4C12— PER GROSS **9.75**



N. SHURE CO. Adams *and* Wells Sts. **CHICAGO**

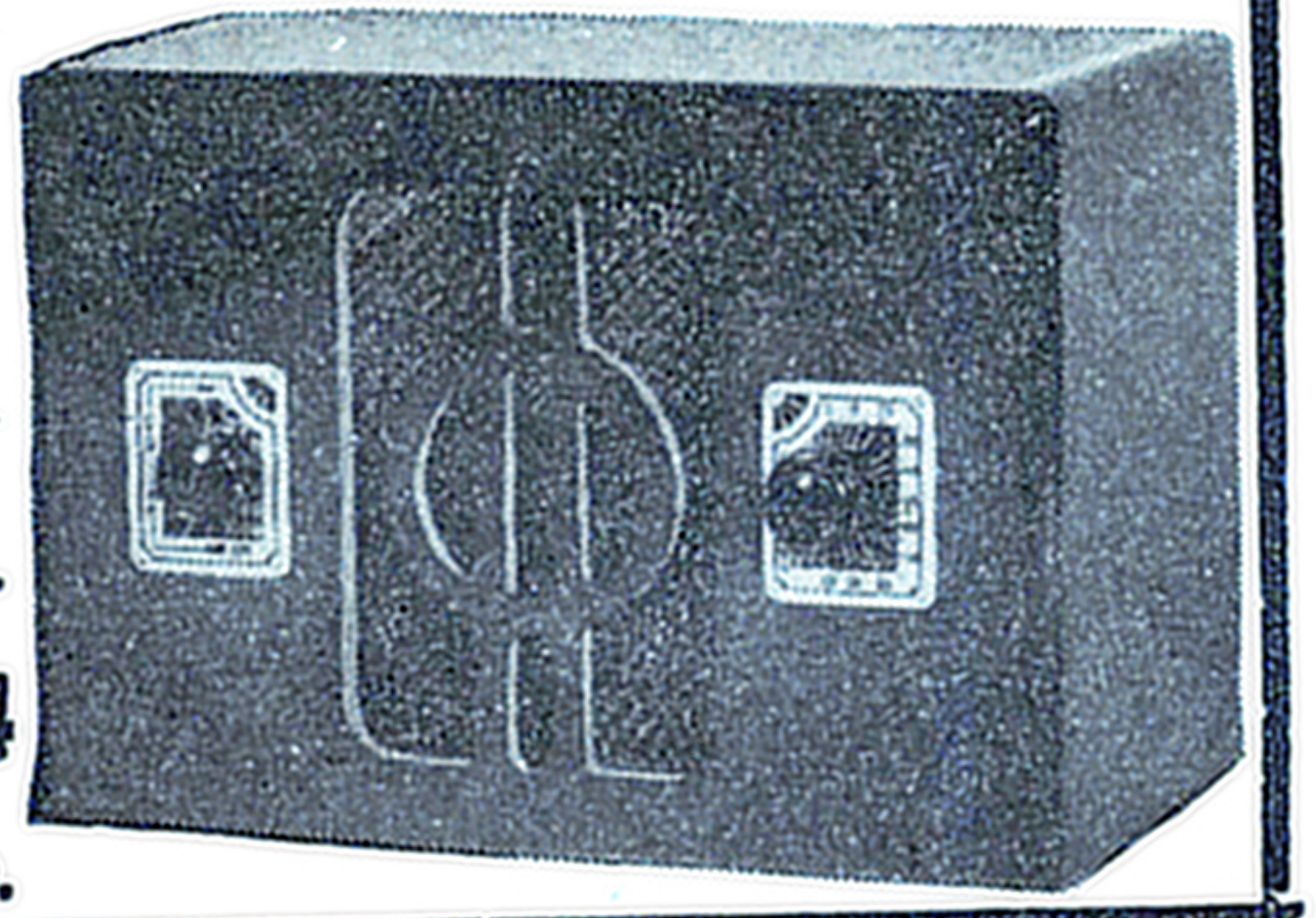
THE BEST RADIO BUY TODAY

- MODEL SIXTY SIX.
- Four RCA Licensed Tubes.
- Super Chromatic Speaker.
- Dual Pilot Lights.
- New Merchandise.
- No Surplus.
- Works on A. C. or D. C.
- Size: 7¼x10x5½.
- Will Tune from 550-1600 K. C.
- Built-In Aerial. No Ground Required.
- Packed In Air Cushion Carton.
- Order Today. 20% Deposit, Bal. C. O. D.

$5.25 LOTS OF 6

$5.65 SAMPLES

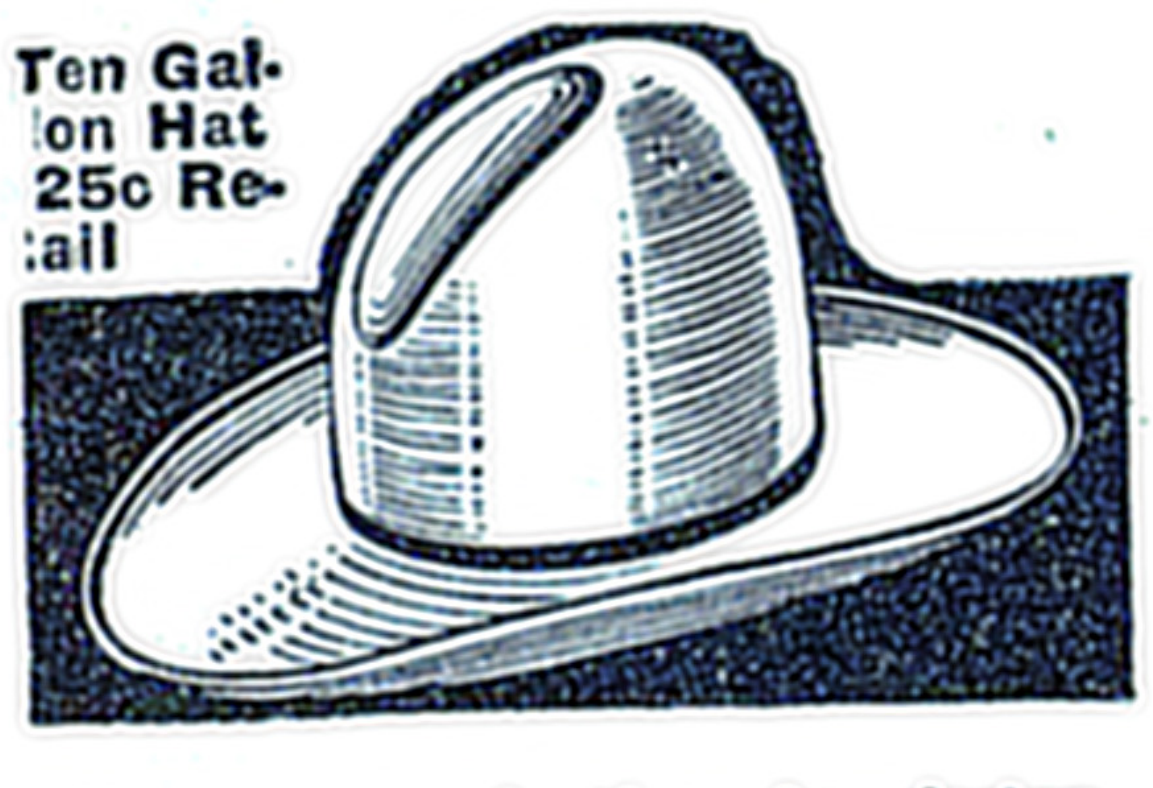
$4.95 LOTS OF 24



PHENIX TRADING CO., 120 E. 28th St., N.Y.C.

MACHINE PRESSED PAPER PARTY, PARADE and NOVELTY HATS

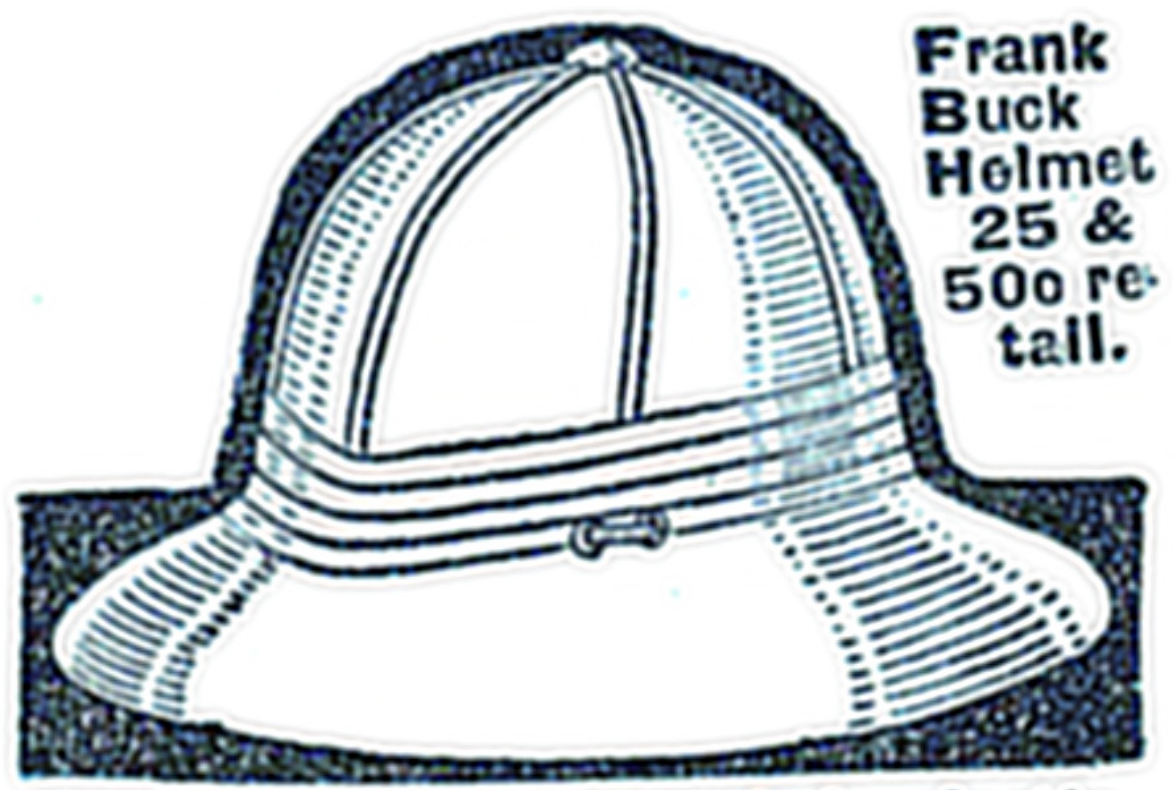
Ten Gallon Hat 25c Retail



Exact reproduction in design, size, color and texture of felt hat.

Also Fireman, Derby, Police, Overseas, Kelly, Chinese, Spanish, Etc. Miniature and Regular sizes—5 & 10c retailers.

Frank Buck Helmet 25 & 50c retail.



Waterproof air cooled elastic head band. Lacquered finish leatherette sweat band.

UNITED PRESSED PRODUCTS CO., 411 So. Aberdeen St., CHICAGO
Moulders Paper Forms, Shapes, Etc.

UNITED BLADES — **BE SURE** — UNITED BLADES

WHEN BUYING GENUINE UNITED RAZOR BLADES THAT U. S. PATENT OFFICE REGISTERED TRADE MARK NUMBER

271,238

APPEARS ON ALL GENUINE UNITED CARTONS OR CARDS, OTHERWISE THEY ARE COUNTERFEIT BLADES—RETURN THEM WHERE YOU BOUGHT THEM AND DEMAND YOUR MONEY BACK.

UNITED RAZOR BLADE CORPORATION
222 W. ADAMS STREET, CHICAGO, ILLINOIS.
New York Distributor: WORLD MERCHANDISE EXCHANGE, 14 East 17th Street, N. Y. C.

REA ACTIVITY—

(Continued from page 102)

$23,172,028.40 had been given at least preliminary approval by September 1.

"Coincident with its great rural expansion, the electric industry as a whole is forging ahead on all fronts. Persistently since January 1 the weekly kilowatt-hour production has broken records for corresponding weeks of previous years. Rates meanwhile going down. The Edison Electric Institute says that for the year ending June 30 the average kilowatt-hour revenue from domestic customers was 4.86 cents—a new low mark."

Supply Sales Jump

NEW YORK.—Reports from wholesale distributors of electrical supplies indicate that net sales during September exceeded those of September, 1935, by 39 per cent, according to Electrical Wholesaling's monthly survey of business conditions. They showed an increase of 9 per cent over the net sales for August of this year.

Stocks of goods in wholesalers' warehouses at the close of September were 46 per cent better than in September, 1935, and 12 per cent in excess of stocks on hand in August, 1936. September collections were 9 per cent under August, but 22 per cent improved over September last year.

NEW PLAY ROOMS—

(Continued from page 102)

official permission to use merchandise awards for high scores on the games it is believed that more and more of these spots will open thruout the city.

Very apparent is the fact that the new spots are not being placed in the prominent section of the city, but rather in the outlying districts where larger locations can be obtained at lower rentals. Lower rents allows for better investment in merchandise and equipment and it is being noted that patrons will come from many miles about to play the games.

Such outstanding firms as Schork & Schaffer continue with their leading spots on Broadway and on 42d street and other places in the Times Square area. They are also featuring the bowling alleys now and get a great deal of play. Their main feature remains the roll-down poker games, which continue to draw large crowds and on which they use their present point system and the merchandise awards.

It is believed here that these new spots will prove popular for some time to come. They have already gained a steady patronage and will continue to win more friends by the fine merchandise awarded.

The spots are being run in a new fashion, tho they continue somewhat similar to the old sportland idea. Instead of cluttering the place with every different type of equipment as in former days they now concentrate on one type of machine and thereby gain a better following from the districts in which they are located.

Merchandise is coming back into its own in these spots and the displays are creating sales everywhere in the city.

FALL BAZAARS—

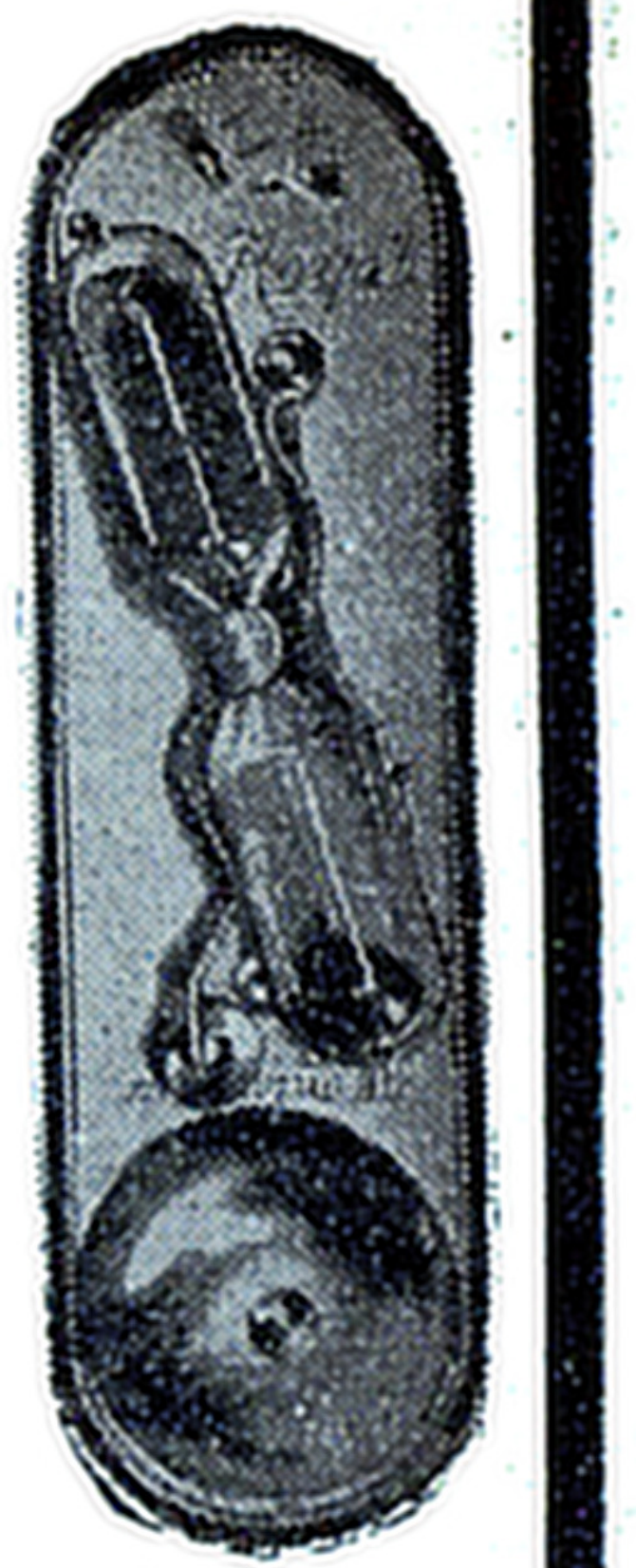
(Continued from page 102)

class. For instance, cocktail shakers, beer drinking sets, compacts, framed etchings, fancy pillows, candlesticks, flowered chinaware, beaded and fancy handbags and jewelry numbers are getting unusually heavy call.

Other bazaar booths this year getting heavy play and in turn passing out merchandise on a grander scale than for some time include the dice game, fortune wheel, dart throwing and keno. While these individual booths do not feature the wide variety of goods that the bingo stands do, they usually offer a limited selection of quality merchandise, thus providing play-inducement to every type of patron.

In addition to the heavy stream of goods flowing thru the game channels of these special fall events, there are many orders for major merchandise items for distribution as attendance prizes. Radio consoles, electric refrigerators, watches, car radios and electrical appliances are being favored. A popular plan is to award several smaller prizes on the first several night of a bazaar, followed by the awarding of a number of bigger items and the grand prize on the last night.

EVERY WOMAN
Will be
HAPPY TO HAVE
the
ROYAL EGG-TIMER
as a
XMAS GIFT



RING THE BELL FOR PROFITS

Will go big for Christmas. Fills your need for something really different and has the Universal Appeal to stamp it a Winner.

The Royal Egg Timer is used for timing eggs, cereals, minute steaks, telephone calls and general household necessities. Works on the hour glass principle and can be regulated for 3, 4 or 5 minutes. When sand flows thru, container topples over and swings, striking a bell from 10 to 12 times. A useful and fascinating gift. Packed each in Beautiful Gift Box or 6 to Attractive Display Card. Retails 50c.

Quantity Prices and Details On Request.

ROYAL ENTERPRISES
200 Broadway New York, N. Y.

Watch Them Go For These

"LEATHER TIES"

Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different—get the customers, 1 Dozen, $2; 6 Dozen, per Doz., $1.75; 12 Dozen, $1.60 per Dozen.

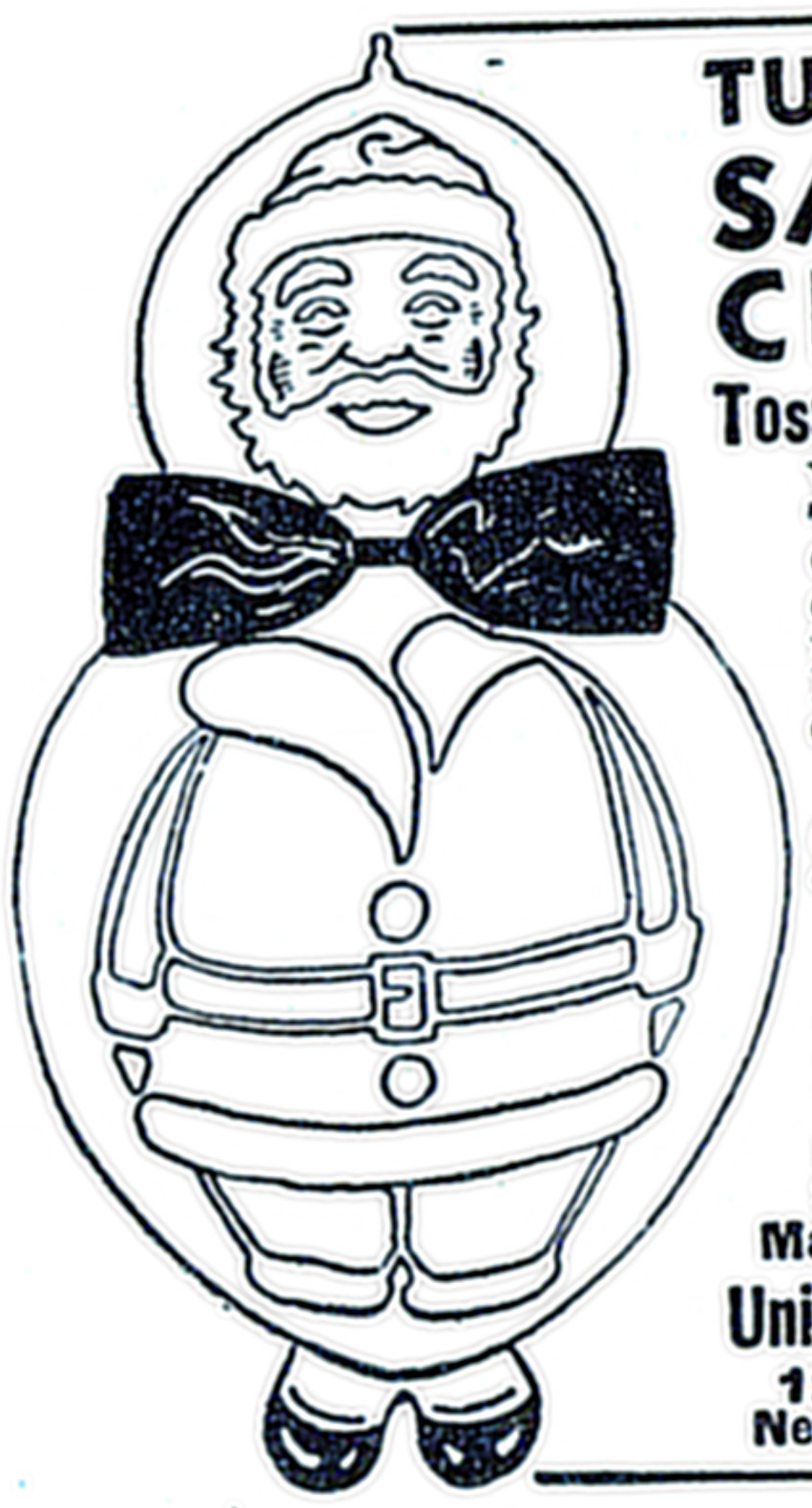
Bow Ties are $1.00 per Doz.

LEATHER BELTS.

Variety of Shades and Colors. 1 Dozen, $2; 6 Dozen, per Doz., $1.75; 12 Dozen, $1.60 per Dozen.

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 50c.

Acme Leather Novelty Co.
152 Washington Street, Salem, Mass.



TUMBLING SANTA CLAUS
Toss-Up Balloon

With Giant Bow Tie. Assorted Christmas Colors. Inflates 24 inches high. Packed in 3 colored envelopes.

PRICE **$6.50** Gross

One-third deposit on orders, bal. C. O. D. Sample Dozen, $1.00 prepaid.

Manufactured by
United Balloon Co.
125 5th Ave.,
New York City.

JEWELED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds

SPECIAL—No. 111—Modeled From a $300 Article. In ½-doz. Lots, Ea. **$5.50**

No. 100—Fine Ladies' Jeweled Watch, Complete with Box. Chromium Bracelet. In Dozen Lots. Each **$2.25**

JEWELED PENDANT WATCH with Brooch—containing about 50 Fac-simile Round and Baquette Diamonds. Brilliant Flash. In Lots of 6. Each........ **$6.00**

Samples, 50c Extra.

25% Deposit, Balance C. O. D.

Send for Latest List.

FRANK POLLAK 86 Bowery, NEW YORK CITY

Plaster Novelties

For Stores, Gift Shops and Premium Users—Table and Radio Lamp, Broncho Buster, and Circus Horse. Also Small China Novelties. Send for catalog today.

G. C. J. MATTEI & CO.
927 East Madison St., Louisville, Ky.
Plaster Novelty Manufacturers and Carnival Supply House.

TRADE SURVEY——

(Continued from page 102)

crease in excess of last year. "Demand has been so strong," he said, "that we have booked about all the merchandise we can handle from now to the end of the year. Smaller sets, of course, still remain the most popular, but for the year the average set sale price will be higher than last, reflecting a growing trend toward higher-priced units. Combination sets, including phonographs, are in great demand, and sales of records, already 85 per cent above last year, are expected to show an increase of 100 per cent for the year as Christmas demand gains momentum."

Toys, Games, Jewelry, etc.

G. William Steltz, president of the Supplee - Biddle Hardware Company, wholesaling thruout the whole Eastern half of the country, reported a "very healthy" upswing in hardware items but said purchases in that line apparently are being outdone by a swelling demand for toys and games. "Among adults," he said, "games with the so-called gambling urge are booming. Such games as 'monopoly' and 'inflation' appear to have taken preference over card playing. There is no great change in types of items in demand for youngsters, but wheel games, such as velocipedes and wagons, have spurted in the wake of the bicycle craze. Demand is well spread, with country points equaling city demands and prices trending upward. Unless I am mistaken, retailers are likely to find themselves faced with a shortage of toys before the season is over."

Jewelry this year will play a big part in Christmas giving, it was indicated by Willard Sickles, of M. Sickles & Sons, Inc., large supply house. He said demand for wrist watches has shown exceptional expansion, while jeweled items such as rings have been finding a ready market. Manufacturing and wholesaling establishments are getting many repeat orders already, he said, and as the season progresses there may be a scarcity of some items.

At the Belber Trunk and Bag Company it was said that manufacturers of small leather goods had to call all their salesmen off the road six weeks ago, while Belber, which manufactures a large line of merchandise, was forced to call in its own men four weeks ago. These recalls, it was asserted, were necessitated by extremely large order bookings and difficulty in making deliveries before Christmas. Improvement was reported to be general in gloves, purses, wallets, luggage and all other types of leather goods.

Electrical Appliances

R. A. Sholl, speaking for Judson C. Burns, large electrical appliance house, declared the trade expects, "the best December business it ever had." Introduction of new models and lines by manufacturers, he said, doubtless will expand volume.

Austin Monty, menchandise manager of Philadelphia Electric Company, said his organization is preparing for an increase of 25 per cent over last year in gift lines such as percolators, coffee urns, toasters, lamps, electrical clocks, curling irons and similar merchandise. "I believe this to be typical of the wholesale and jobbing fields," he said. "Most of them in the trade look for a 25 to 30 per cent increase."

One of the world's largest makers of incandescent lamps reported that decorative lamps this year appear to have received new stimulus as purse strings loosen following the depression years. "Power companies, merchants and institutions, which form the outstanding market in this line," a spokesman said, "have laid more ambitious plans than in the last four or five years. Their expanded sales and display efforts mean a much greater colored lamp demand. In the Christmas tree bulb field several new and novel designs are being brought out, and business is likely to be excellent. Most of our product in tree bulbs goes to makers of strings of lights. They have their fingers on the buying pulse more closely than we, and reports and orders from them show an unmistakable upward trend in buying."

Nation Wide

The Philadelphia reports echo and confirm reports of trade associations and analysts as to the healthy Christmas business this year. In a survey released by the National Retail Dry Goods Association, organ finds that the forward surge "is already evident in retail stores thruout the country. Holiday buying this season has begun earlier than in any year since 1929 and gives ample promise of being exceedingly robust from now until Christmas," the survey concludes. The asociation estimated fall and Christmas orders are 7.6 per cent over 1935 and total about $3,650,000,000.

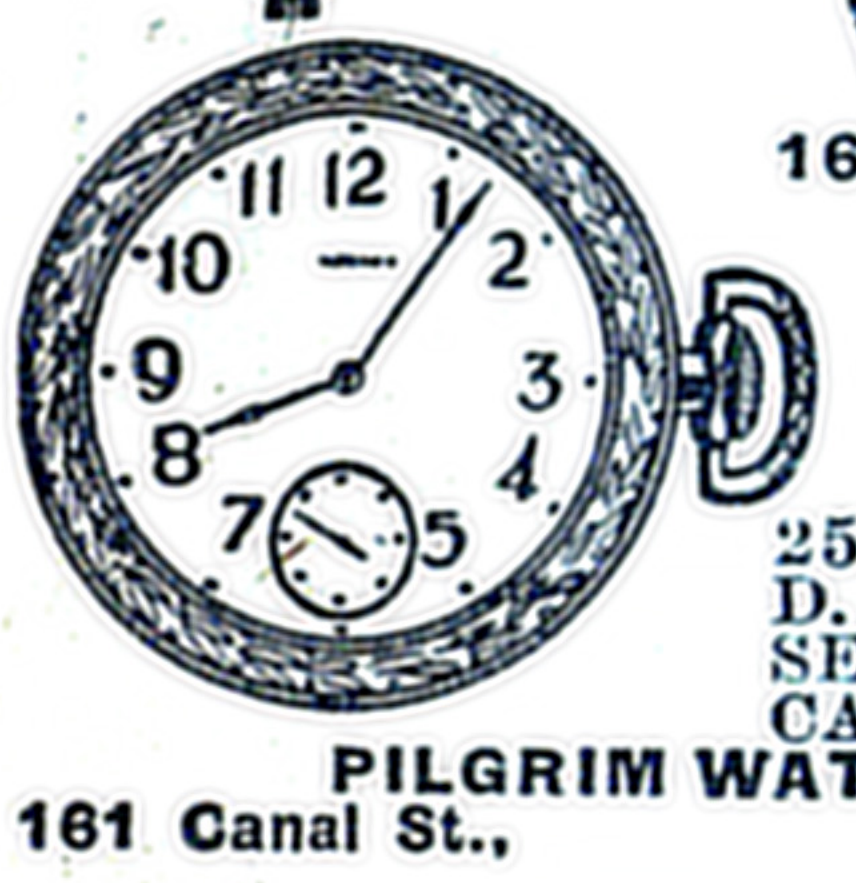
In line with the association's forecast of the best year since 1930 and the best Christmas since 1929 are record-breaking sales reported by Sears, Roebuck & Company and Montgomery Ward & Company, mail order firms. Sears-Roebuck reported $49,200,311 sales for the period ended November 5, an increase of 32.8 per cent over the corresponding 1935 period. Sales for the first 10 periods of 1936 totaled $387,932,818, or 27 per cent increase. Montgomery Ward reported October sales of $45,455,404, a one-month record and 26.63 per cent higher than October, 1935. Sales for the nine months ended October 31 were $265,598,051, third largest for the period in company history and 22.28 per cent higher than in 1935.

Consensus of opinion among Philadelphia traders pointed to the fact that many in the trade, including manufacturers, are going to find themselves caught short of merchandise this year. There are a lot of last-minute orders coming in, altho orders began months ago.

XMAS MERCHANDISE AT LOW PRICES

5-lb. XMAS BOX OF DELICIOUS ASSORTED CHOCOLATES. Linen Finish Decorated Box.
Lots of 12............Price $0.85 Each
Less than 12............Price 1.00 Each
CHOCOLATE COVERED CHERRIES. 1-lb Box .... 23c lb.
Cartons of 24 Boxes.
CHARMING ASSORTED CHOCOLATES. 1-lb. Box ....Price 18c lb.
Cartons of 24 Boxes.
PARKER PEN AND PENCIL SET....$1.25
Colors—Burgundy, Grey and Black.
NEW HAVEN MEN'S WATCH......$2.00
NEW HAVEN LADIES' WATCH.... 3.40
25% with Order, Balance C. O. D.
Send for complete catalog of fast selling nationally advertised holiday merchandise at low prices.

RAND & CO.,
5426 No. Clare St. Chicago, Ill.



DIAMOND WRIST WATCH

With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From $100 Model. In ½-Dozen Lots. Each $4.25

WALTHAM

16 Size—15 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 3,ea.. $3.50

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

PILGRIM WATCH COMPANY,
161 Canal St., New York City.

NECKWEAR

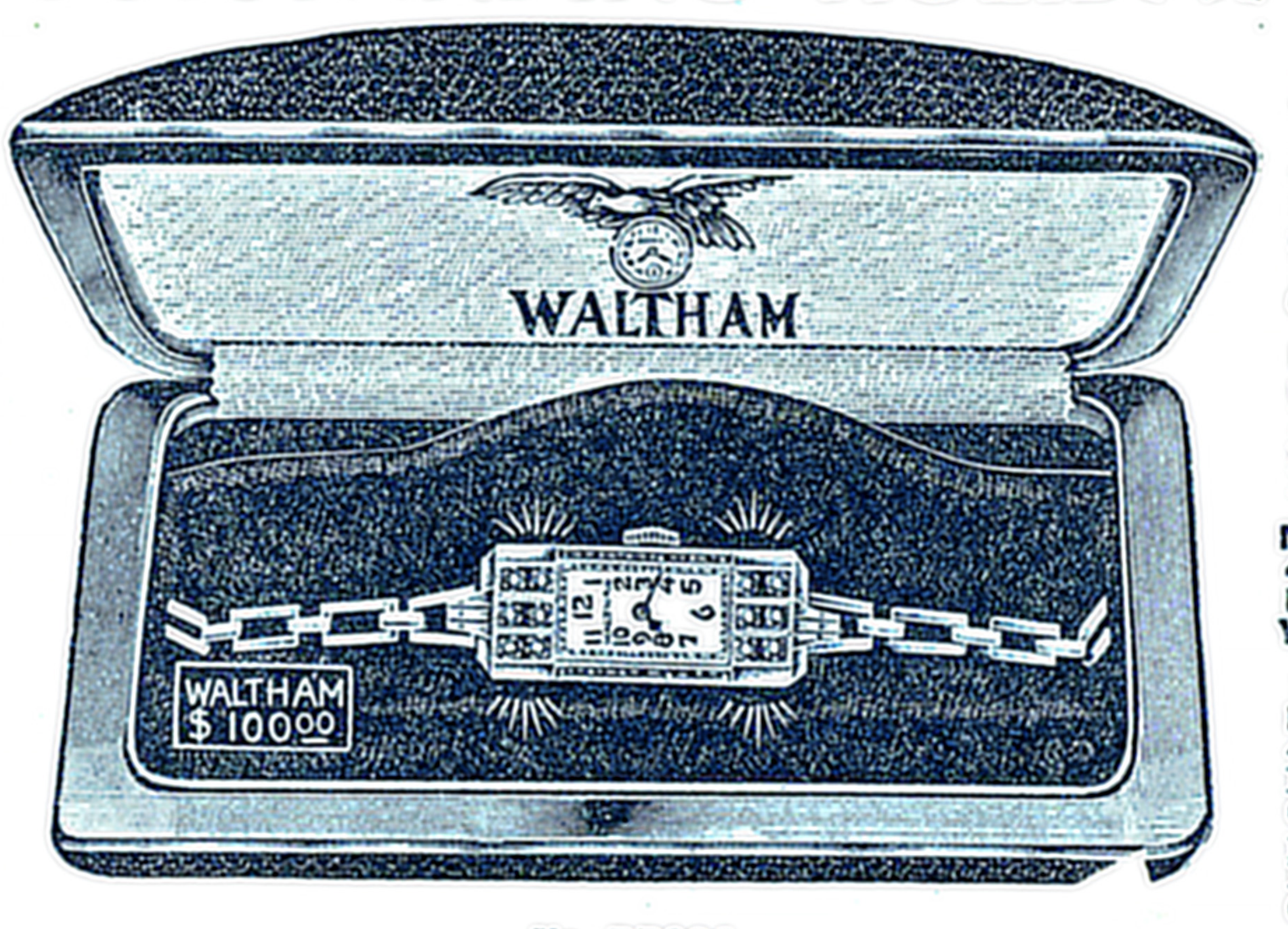
Men's silk lined, colorful pattern Ties, heavy silks only. (NO JUNK.) We have ONE PRICE, ONE QUALITY. $18.00 PER GROSS; $1.50 DOZEN. Shipments same day order received. Money back if not Okeh.

KEYSTONE MFG. CO.
ATLANTA, GA.

SOMETHING NEW Name Plates and Tire Cover Transfers, in small quantities. Good commission and exclusive territory to salesmen. BIG MONEY Applying Gold Initials on Automobiles. Easiest Thing Today! FREE SAMPLES.

RALCO DECALCO.
BB-1088 Washington Street, Boston, Mass.

OUTSTANDING HOLIDAY VALUES!



No. BB984.

No. BB984—WALTHAM Lady's Diamond Baguette Watch, 4½ L. rectangular. 10 K. Rolled Gold Plate in white or yellow, set with 12 Blue White Diamonds, gold-filled Bracelet. 15-J. Each in Gift Case $29.95

Ladies' WALTHAM Baguette Diamond Watch. 4½ L. 10 K., R. G. P. Case, rectangular, G. F. Link Bracelet

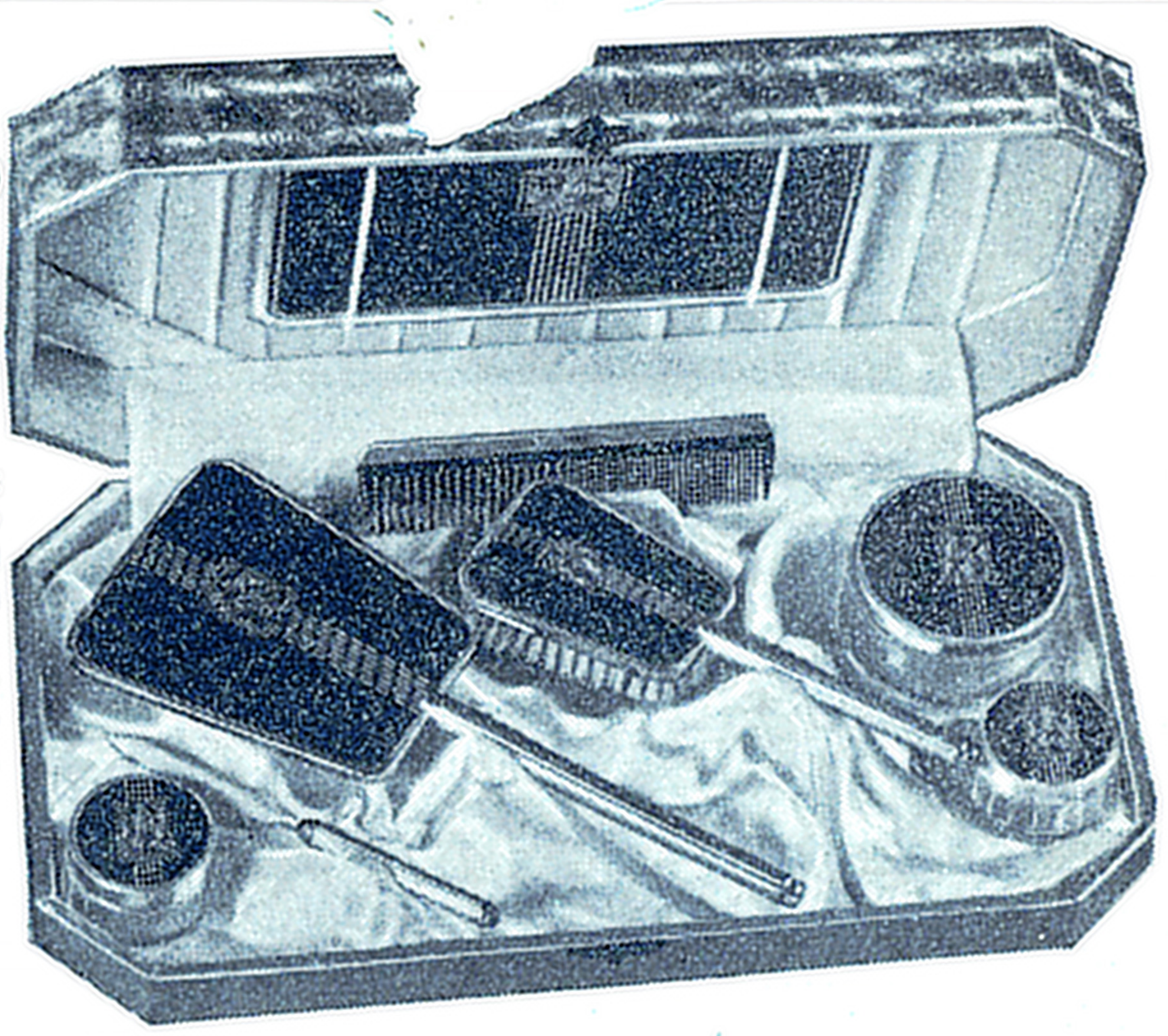
No. BB834—15-J, 4 Diamonds. White
No. BB835—15-J. Yellow, 4 Diamonds. $23.50

No. B027 — WALTHAM Ladies' Baguette Watch 4½ L. rectangular; 10 K. Rolled Gold Plate in Yellow Gold only. 15-J. Complete with link bracelet. Each in Gift Case $19.65

8 PIECE ENAMELED DRESSER SET

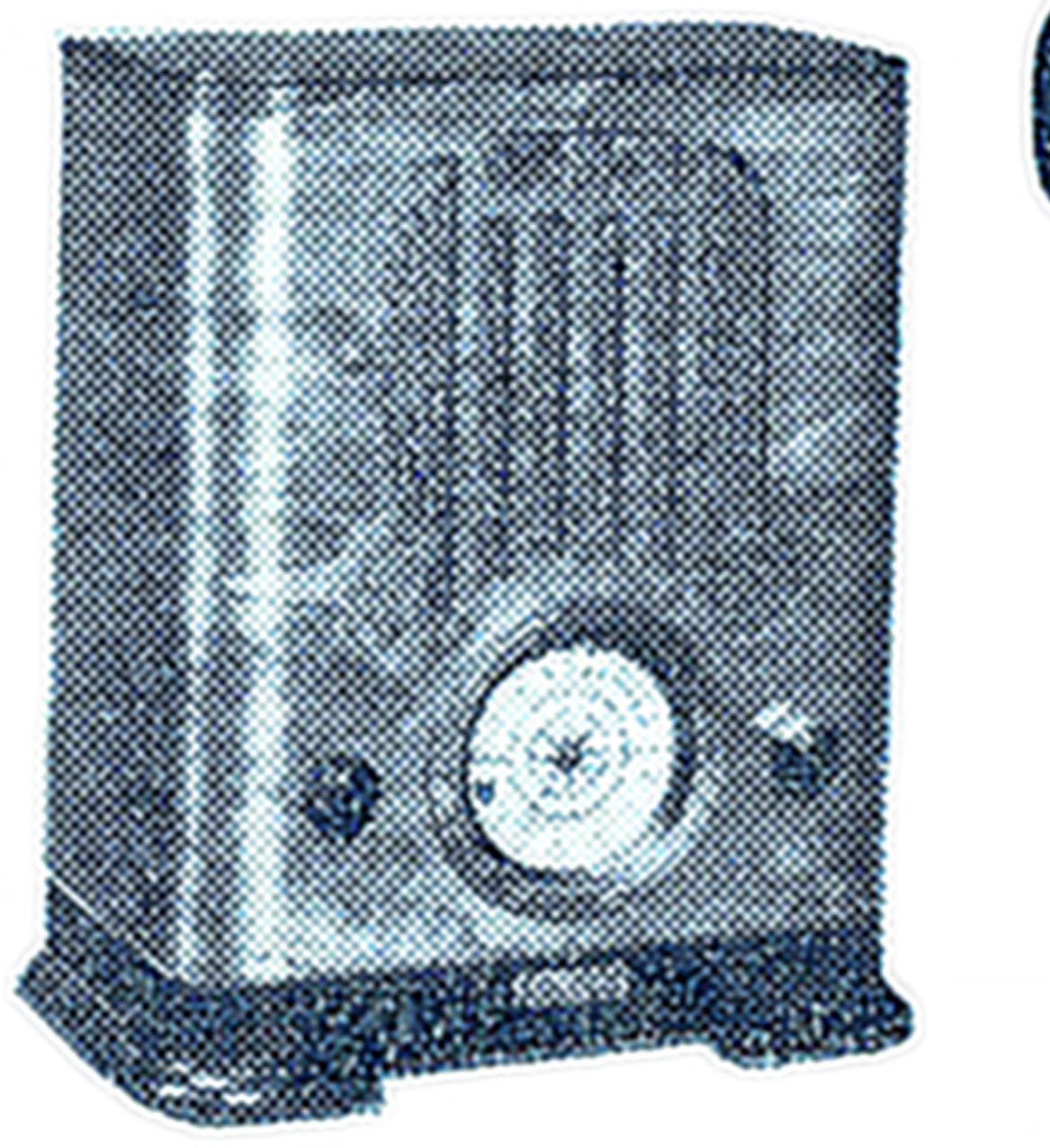
No. BB1778 — Black Enamel Finish. Chrome Handles and Trim. Silvered decorative motif. Includes Tray, Comb, Brush, Mirror, Puff Jar, File, Hair Receiver and Cream Jar. Large Sateen Lined Presentation Box. Set,

$3.45



Rohde - Spencer Company
WHOLESALE HOUSE
223-225 W. MADISON ST. CHICAGO
Our New Catalog Is Ready! Mail Your Request for One Today So That We May Send It Promptly

WM. C. JOHNSON CANDY COMPANY
WM. C. JOHNSON — NOW SOLE OWNER.
CINCINNATI, OHIO
Dolly Varden Chocolates
NATIONALLY KNOWN.
IN PACKAGES — ALL SIZES — 5c UP.
Unusual Candy Quality.
ILLUSTRATED CATALOGUE.



Greatest Buy in Radio

5-TUBE
SAMPLE $9.25 Each | LOTS OF 6 $8.75 Each

Broadcast and Short Wave Reception. Latest AC-DC 1937 model. New 5" 3-colored illuminated airplane dial. Improved 6" dynamic speaker; 5 powerful R. C. A. licensed tubes. Two-tone round cornered walnut cabinet, hand rubbed piano finished. Beautiful tone. Set and tubes guaranteed. Rush 25% deposit with order, balance C. O. D., F. O. B. Chicago. Send for new 1937 free catalog on AC, AC-DC, ALL-WAVE, farm, battery and auto sets.

AUTOCRAT RADIO CO.
3855 N. Hamilton Ave. CHICAGO, ILL.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS—Pitchmen and Novelty Workers

B1767—Czecho 3-Blade Toothpick Knives. Gross, $1.35.
B1769—Czecho 5-Blade Toothpick Knives. Gross. $1.60.

NOVELTY SWISS DANCERS
$5.00 Per Gross
With Instruction Sheets.

XMAS CARDS ASSORTMENTS
EXCEPTIONAL VALUES
B5965—12 Assorted Xmas Cards in Box. Per Dozen Boxes...$1.10
B5966—20 Assorted Xmas Cards in Box. Per Dozen Boxes...$2.00
B5967—24 Assorted Xmas Cards in Box. Per Dozen Boxes...$2.85
B5968—21 Assorted Xmas Cards in Box. Per Dozen Boxes...$4.50

B3462—Hurst Gyroscope Top. Per Dozen, $1.30; Per Gro., $15.00
B1384—Floroscope. Per Dozen, $2.10; Per Gr...$24.00
B2159—Black Creeping Mouse, Sparkling Eyes. Per Gross....$3.75
B2247—Running Baby Turtle. Per Gross $3.75
B2210 — Mechanical Swimming Doll. Per Gross $8.50
B2108—Fur Jumping Dog, with Rubber Tube and Bulb. Per Gross, $6.75.

B2459—Movable Hand Wrist Watch. Each In Box. Per Gross $3.50
B5707 — Krinkle Dancing Flapper. Each In Glassine Envelope. Per Gross $4.00

MINIATURE CHARMS
B2319—Donkey Charms with Silk Cord. Per Gro., 75c
B2326—Elephant Charms with Silk Cord. Per Gro., 85c
B2310 — Scotty Dog Charms with Silk Cord. Per Gross 75c
B2325—Camel Charms with Silk Cord. Gro., 85c

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PROVEN FAST-CLICKING BIG PROFIT SALES BOARD DEALS

WITH THESE

R. C. A. Licensed RADIOS

AND SPECIAL RADIO SALESBOARDS

ALL NEW 1937 FEATURES IVORY COLORED 5-TUBE AC-DC RADIO

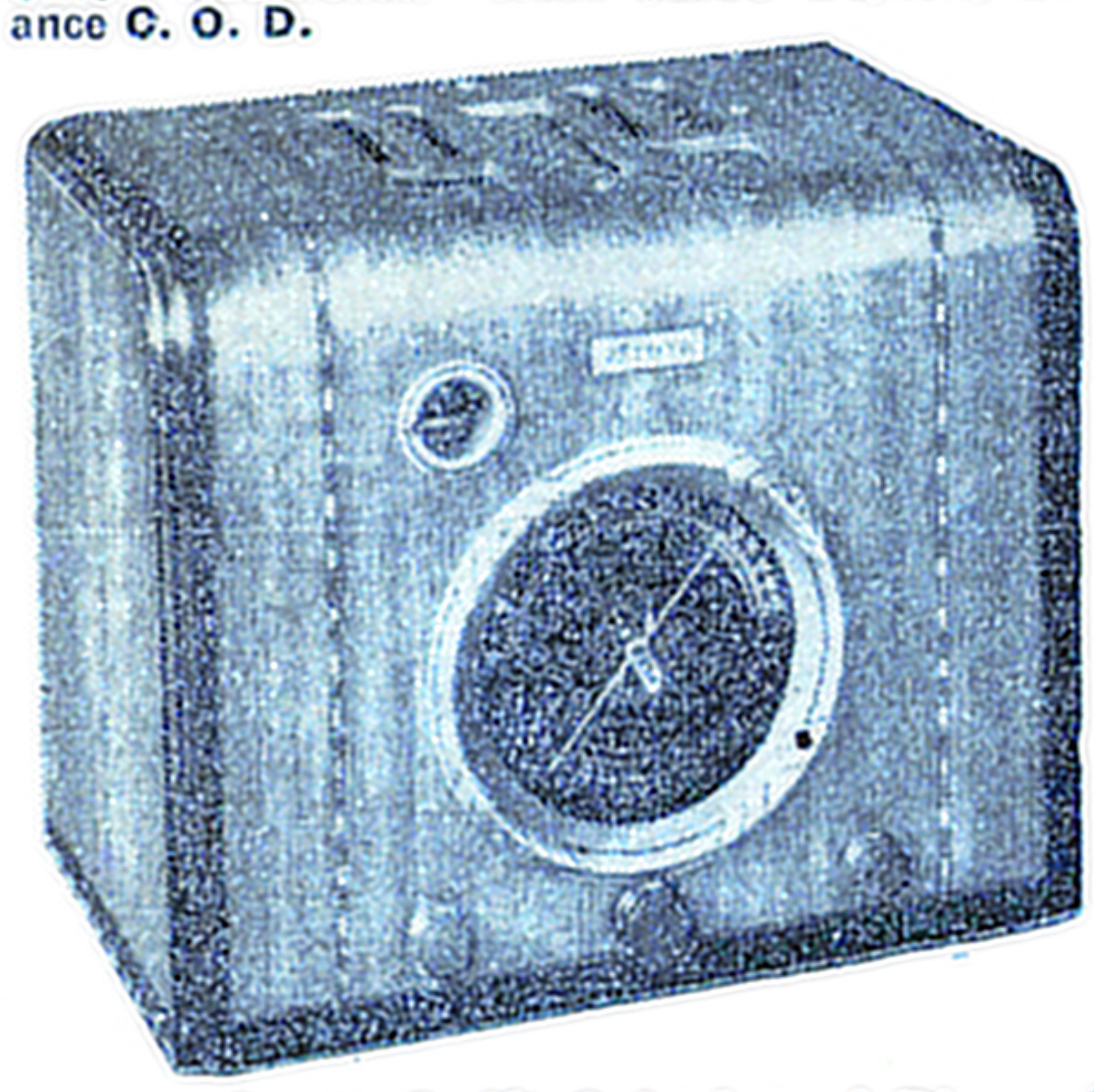
with R. C. A. Licensed Tubes

Short Wave for Police Calls, Amateur, Aviation, Etc. Dynamic Speaker. Illuminated 4-Color Airplane Dial. Self-Contained Aerial. Size: 9¾x8x6½. Weight, 9 Lbs.

$10.48 lots of 2 or more
Sample $10.85

With Special 1,200-Hole Radio Salesboard, $2.37 Additional. Rush $2.00 Deposit, Balance C. O. D.

MODEL B-185. This Beautiful Ivory Colored Radio with 4-Colored Illuminated Airplane Dial. SOLD UNDER POSITIVE R. M. A. GUARANTEE.



7 Tube—AC—3 Band Superheterodyne With Magic Eye Foreign Wave Band

MODEL B-157. ABSOLUTELY EXCLUSIVE WITH BREGSTONE. Beautiful 7-Tube Radio with Rich walnut inlaid cabinet. Gets world-wide reception—Europe—South America, as well as U. S. programs from Coast to Coast. Also gets Amateurs, Police Calls, Airplanes, etc. New Magic Tuning Eye clearly shows when set is perfectly tuned. SOLD UNDER POSITIVE RMA GUARANTEE. Size: 13x10½x8 Inches. Weight, 18 Lbs.

Tops in Radio Engineering—It Gets The Play

$17.55 in Lots of 2 or More.
Samples $17.95

With Special 1,500-Hole Radio Salesboard, $2.87 Additional. Rush $2.00 Deposit, Balance C. O. D.

Attract Super-Swift Salesboard Play with Special Radio Double Jack-Pot Salesboard

	1500-Hole Radio Board for B-157 De Luxe Radio		1200-Hole Radio Board for B-185 Ivory Radio	
TOTAL TAKE-IN OF BOARD		$75.00		$60.00
CIGARETTE PAY-OUT	$ 7.20		$ 4.50	
COST OF BOARD	2.87		2.37	
COST OF RADIO	17.55		10.48	
TOTAL PAY-OUT (Including Radio and Board Coast)		$27.62		$17.35
PROFIT		$47.38		$42.65

SEND FOR NEW CATALOGUE OF 23 ATTRACTIVE RADIO MODELS

J. M. BREGSTONE & CO.,
536 S. CLARK ST.,
CHICAGO, ILLINOIS

GUARANTEED

NEW IMPROVED— PLUNGER FILLER

UNBREAKABLE

Demonstrators-Profit Maker

Send 25c for Sample

COMPLETE LINE Pens-Pencils-Combinations and Gift Sets.
Stock No. 97 Genuine Pearl—New Colors.

SOUTHERN PEN CO.
PETERSBURG, VIRGINIA
Write for New Price Lists
MANUFACTURERS

HOT! NEW! CAR CRAZE!

AUTOGRAMS
JAH
Autograms

FIT ANY RADIATOR GRILLE

PITCHMEN,
AGENTS,
SALESMEN,

Classy New Autogram Radiator Initials. Add that popular "personal touch" to new and old cars. Instant "hit" with motorists. Each letter 1⅜" high, 2⅜" wide, 5/16" thick, chromium plated metal. Red bevel edges make them "stand out". Attached to radiator in 2 minutes. Nothing like them. Ohio man averaged 66 a day first month out. Whirlwind money maker at 100% PROFIT.

SAMPLE OFFER!

Must be seen to be appreciated. Send $1.00 for 3 Letters on 10day Money-Back Guarantee. Or write for free details TODAY.

CHICAGO HARDWARE & FIXTURE CO.,
Dept. 30, 2056 W. Walnut St., Chicago, Ill.

Xmas Supplies

BUY DIRECT FROM HEADQUARTERS.

10c	WREATHS. Gross	$4.00
25c	WREATHS (10"). Gross	9.00
10c	SILVER FOIL ICICLES. Gro. Bxs.	3.00
25c	ANGEL HAIR. Gross	9.00
10c	SNOW. Gross Boxes	3.75
10c	ORNAMENT HANGERS. Gro. Bxs.	4.50
10c	GIFT TIE RIBBON. Gross	3.75
25c	XMAS HOUSES. Gross	8.50
5c	RED PAPER BELLS. Gross	3.00
10c	RED PAPER BELLS. Gross	4.00
15c	TREE REFLECTORS (8 Set). Gr.	8.40
15c	SILVER TINSEL GARLANDS. Gro.	8.00
10c	RAYON CORDS, for Wrapping. Gr.	7.80
10c	CELLOPHANE (2 Sheets). 100 Packages	5.50
10c	TISSUE PAPER (Rolls). 100 Rolls	6.00
10c	HOLLY WRAP. PAPER. 100 Rolls	6.00
50c	TREE LIGHT SETS. Dozen Sets	3.00
25c	XMAS CARD ASS'TM'T (10). Box	6½c
50c	XMAS CARD ASS'TM'T (22). Box	.17
$7.50	SANTA CLAUS COSTUME OUTFIT, Complete	3.75

25% Deposit. Free Catalog.

BENLEY MANUFACTURING CORP.
22 Sumner Ave., Brooklyn, N. Y.

NEW ITEMS——

(Continued from page 105)

dividual boxes and are priced low. The Fil-in-Bac can also be filled with colored inks and used as cardboard sign painters. This should prove to be a good item for demonstrators, pitchmen and premium use.

Trailgas

A complete portable gas set for trailers, known to the trade as Trailgas, is being placed on the market by Trailer Equipment Company. The set consists of two tanks, each with enough gas supply for five weeks' tour, a gas regulator, copper connections and tubing to stove, all inclosed in a steel case with brackets for easy mounting—and five different models of stoves to meet the customer's needs. Trailgas used in the tanks is a natural gas compressed into liquid form that turns into gas as it is used. Easy to install, the manufacturer clams that only three minutes' work is required for changing tanks. Arrangements have been made for charging tanks at a number of places thruout the country.

Good Digger Items

Here is a snappy one that will attract all adults in the Christmas spirit to the digger and rotary machines. It is the slickest reproduction of Donald Duck anyone ever saw, approximately three inches in height and colored the same as the famous cartoon character always appears in the movies. W. J. Dennis is the wholesaler; he also has reproductions of Micky Mouse and the three little pigs. Another good item being supplied by Dennis and already being sought by digger and rotary operators is the streamline, airplane lighter. All chromium plated with black trimmings, this tricky gadget throws a light out of the wing whenever the user turns the propeller. Dennis supplies only merchandise which has already been tested in digger and rotary machines before being placed on the market. Quoting Mr. Dennis: "It's the only way you can assure your customers of real honest-to-goodness digger and rotary items."

Coin Collector

What is said to represent the first illustrated coin card published in the United States has just been introduced by the Colonial Coin and Stamp Company. Known as The Coin Collector it is made for Indian head pennies, Lincoln pennies, Liberty nickels, Buffalo nickels and Mercury dimes. Because of the growing number of philatelist clubs the makers believe that the item meets a long-felt need, and its low retail price makes it look like a fast-moving item.

Salesboard Deal

J. M. Bregstone is offering a tried and proven salesboard deal which involves the use of real quality radios. According to Bregstone these deals are al-

BINGO

EXCLUSIVELY

Lightweight midget Bingo cards for special games made up to 3,000 different combinations in pads and in different serials.
$1.50 for 500 Cards

COMPLETE GAMES

Each Game Consists of:
1. A set of 10-ply heavyweight cards, printed in 2 colors.
2. Enough wooden discs to be used as markers.
3. A set of 75 wooden call numbers, printed both sides.
4. Master cardboard chart.
5. Directions.

Put Up in the Following Size Sets and Prices:
50 Card Set—Complete..$ 2.50
100 Card Set—Complete.. 4.50
300 Card Set—Complete.. 12.00
1/3 Deposit, Balance C. O. D.

Write for samples and further information.
E. S. LOWE COMPANY,
1123 Broadway, Dept. T., NEW YORK.

JAY ROSE SURE-FIRE NOVELTIES

SELL ON SIGHT

Big Money Makers

NEW COLORFUL — LARGE SIZE Shell Lamps

USED FOR RADIO OR END TABLE LAMP.

Comes complete with Cord and Bulb. Individually packed.

SAMPLE.....$1.25
6 or More, $1.00 Each.

Indian Scout Lamp

Lifelike Indian on horseback against beautiful painted background. A superb ornament for any home. Complete with cord.

SIZE 11x14........55c each
Size 13x18, 65c Each.

TERMS: 1/3 Deposit, Balance C. O. D.
Send for Folder of Complete Line of Jay Rose Novelties.
Look for our Ad on Page 155.
Reference: Dun & Bradstreet.

J. ROSE & CO.
2316 Locust St.
St. Louis, Mo.

LIVE ITEMS FOR XMAS

Mechanical Pecking Bird. Doz. 80c; Gr.	$ 9.00
Mechanical Boy on Bicycle. Dz. 80c; Gr.	9.00
Mechanical Hula Dancer. Doz. 90c; Gr.	10.50
Crawling Baby with Rubber Bulb. Doz. 60c; Gross	7.00
Rubber Snake Flowers, large size. Doz. 75c; Gross	8.40
Papier Mache Xmas Houses, small size, $4.50 Gross; large size, Gross	9.00
Rubber Tongue Squawker Toys. Doz. 35c; Gross	3.60
Assorted Charms, White Horses, Scottie Dogs, Donkeys and Elephants. Per Gr.	.85

Order from this ad and save money. Catalog free upon request. 25% deposit with order, balance C. O. D.

M. K. BRODY
1116 S. Halsted St., Chicago, Ill.
In business 25 years.

$1.00 STARTS YOU IN BUSINESS

NEW DORMA KNOT TIES

NEW FALL HOLIDAY LINE—Sells for 50c. Plaids, Stripes, Jacquards, Solid Colors. Cost You $2.25 Doz.; Sample Doz., $2.35, Postpaid.

Orig. Patented. DORMA TIES. Ready-Made Knots — Holds Shape Lifetime. NEW FALL HOLIDAY LINE. Sells for 50c. Cost You $2.15 Doz. Sample Doz., $2.35, Postpaid. FOUR-IN-HAND TIES, Silk Lined, $1 Doz.; Sample Doz., $1.25. Postpaid. We manufacture our own Ties.

DORMAN CRAVATS
Importers and Manufacturers Neckwear,
514 Market St. (Send for Free Catalog), Phila., Pa.

GIVEN AWAY

You get one—your friends get one—without cost. Let us give you the details of this amazing Time Teller. Also it can pay you big money by showing others how to obtain without cost. Nothing to buy or sell! Write fast.

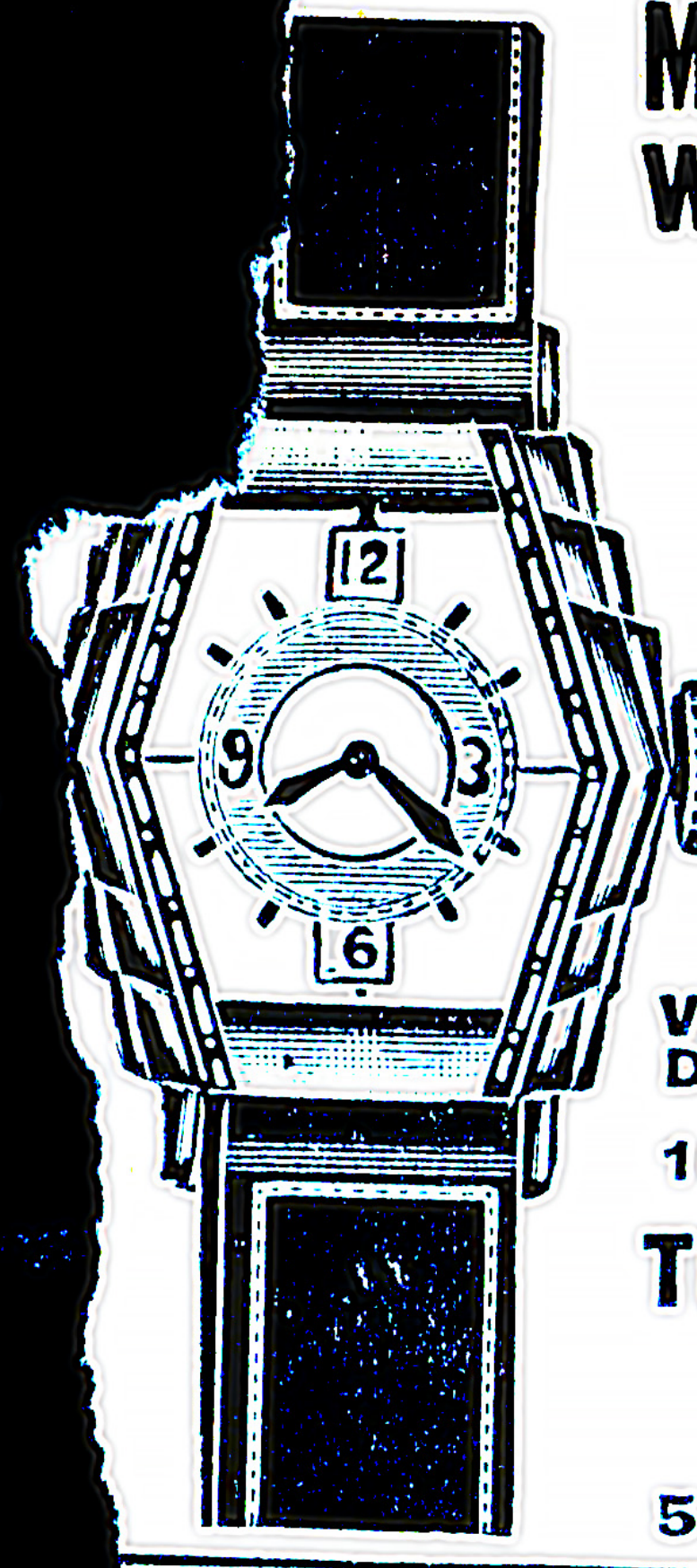
GARDEN CITY NOVELTY CO., 4387-D Ravenswood Ave., Chicago.

YOURS FREE!

NOTHING TO BUY OR SELL

THINK OF IT! This beautiful new World Globe Clock valued at $12.50 is yours FREE and we will show you how to make big money without selling it. A new kind of clock, without hands or face, tells at a glance the TIME—day or night—of every country in the world. The big, richly colored globe shows the location in China, Africa, France, any place. Useful in home, educational to children; Radio fans wild about it. An ornamental piece of furniture you will be proud of. Your friends can also get one without cost.

WRITE QUICK while this offer is still good. A penny post card brings all amazing facts. World Globe Clock Co. 4325 Ravenswood Avenue, Dept. 3-K, Chicago, Ill.



Men's Beautiful 15-J SWISS
WRIST WATCHES
Yellow top cases, new style fancy dials. Rebuilt movements $3.75
7-J...$3.25

LADIES' 15-J. SWISS WRIST WATCHES
Round, Yellow-Top Cases, Fancy Dial, Rebuilt Movements. $4.00

JEWELRY NOVELTIES
Values $1 to $7.50 Doz., 25 for $1.00 $4.50 Gr.

10% with Order, Bal. C. O. D.
TUCKER - LOWENTHAL INC.
WHOLESALE JEWELERS
5 So. Wabash Ave., Chicago.

000 BARGAINS
AGENTS UNDERSELL STORES.
othing, Dry Goods, Shoes, Notions, School Sup-
es, Novelties, Sales Boards, Razor Blades, Sundries,
smetics, Perfumes, Food Products, Soaps, Carded
ods, Specialties, Etc. Big Illus. Catalog FREE.
RELIABLE JOBBERS, Dept. 458,
West Roosevelt Rd., Chicago.

GARS Nationally known, branded line nickel cigars; three brands, 25 and
to box; $1.07 box of 50—$.59 box of 25;
antity purchases. Complete sample line, five reg-
ar stock boxes—200 cigars, $5.50, postage pre-
aid, remittance with order. Money refundable.
BENEDICT JERCHOWER
3569 Broadway, New York City.

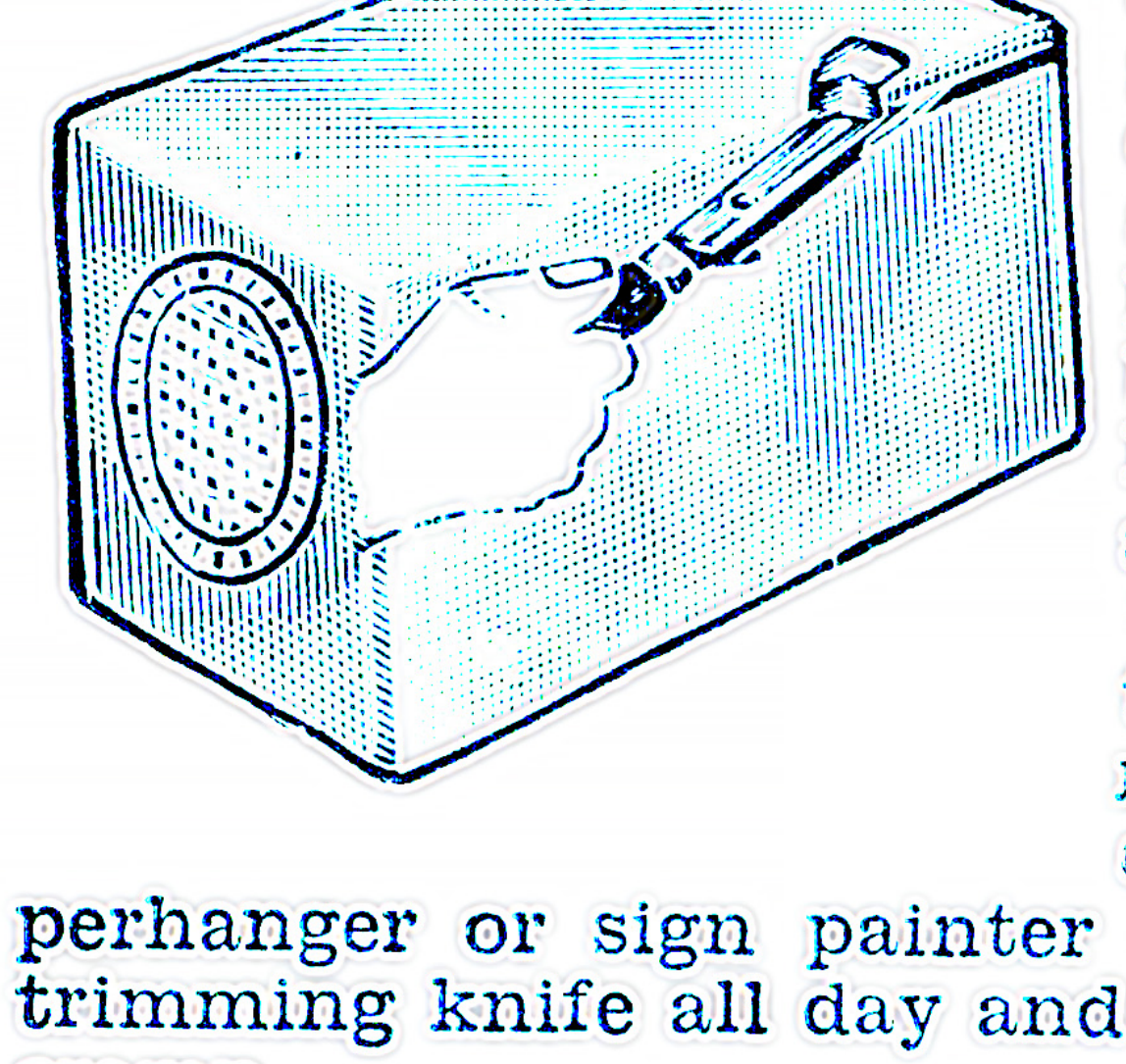
OH BOY! RED HOT FAST SELLERS
OMIC HOT XMAS CARDS, COMIC SPICY
MAS GIFTS. SAND CARDS. SHIMMIE
ANCERS, CARTOON BOOKS, FAST SELLING
OVELTIES, JOKES, TRICKS, etc. In my Cata-
gue and Spec. Bulletins you will find over 2,000
AST GELT GETTERS. Send 10c for Literature
$1 for 50 different Samples of Jokes, Tricks,
tc., and Catalogues. No FREE Catalogues. Your
uck refunded if not satisfied.
T. R. PAYNE, 25 Cadinal Pl., New York.

BE WISE!
See Our New Copyrighted
SILVER FLASH XMAS GREETING SIGN
Before You Order Anywhere Else.
— IT'S A BEAUTY —
Sells for 25c — Costs You Only 3c. Agents Prices:
100 Xmas Signs..........$ 3.00
500 Xmas Signs.......... 12.50
000 Xmas Signs.......... 22.50
FOR QUICK ACTION
Special Offer—25 Signs, $1.00, Prepaid.
50% Deposit required on all C. O. D. orders.
H. TABOR, 6 N. Dearborn St., Chicago, Ill.

ready clicking in and around Chicago. Moreover, repeat business proves they are set up to suit both the operator and the location. Bregstone carries a complete line of radios. He combines some with boards all set for the operator and others he wholesales to the entire trade to use as they wish.

Jiffy Carton Opener

The Jiffy comes assembled as a carton opener. Simply slit around three sides if you want to retain top for cover—or all four sides to completely remove top. Guide will give a perfectly even cut. To make carton smaller for re-use cut at corners with an up-stroke (guide on outside of carton wall), then fold. To make a cutting knife remove screw, turn guide end for end, replace screw and you have a razor-blade knife. Blade may be adjusted from ¼" to 1". The tool has a man-size handle, and a paperhanger or sign painter can use as a trimming knife all day and not get hand cramp.



By turning the blade crosswise you have the best scraper money can buy. This remarkable holder will take any type of blade. The housewife will appreciate this wonderful kitchen utensil. It cuts—cleanly, safely—cardboard boxes . . . soap chip . . . Quaker Oats, Borax . . . cracker boxes.

Tricky Tie Racks

The new simulated wood tie racks just placed on the market by the Anderson Novelty Company should go well with both agents and salesboard operators. Racks are hand colored and can hold any number of ties. One has a figure of a fisherman, another a hunting dog, another an "old soak" sitting on a curb, still another is a figure of a totem pole, and there are several other attractive as well as humorous subjects.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE German philosopher who said that there was nothing more difficult to bear than a succession of prosperous days must have had experience in pitch-selling. Anyhow there is plenty of evidence that pitchmen have their troubles now that the good days have come back. Many of the best New York pitches have gone to wherever good pitches go, because their owners want them for more profitable purposes. Some have turned into parking spaces. One is now a hole in the ground in preparation of a new office building, and meals will be served at another, where only a few days ago crowds assembled to listen to one of the best sales talks in town. New pitches will have to be found by the former occupants, but it becomes increasingly difficult to locate money-making spots. Luckily this comes at the end of the season when the cold weather interferes with outdoor selling. There is no denying, however, that good spots will be fewer when the weather becomes warm again in spring. Many of the pitchmen, working permanent locations now, will be on the move next year.

●

What must be will be, of course, and I do think that there will be plenty of compensation in the larger earnings that can be had in travel. Road work has been very profitable during the late fall and most better equipped men have made enough to take a rest during the winter. They will set out with greater enthusiasm, supported by the knowledge that a real buying market awaits them.

●

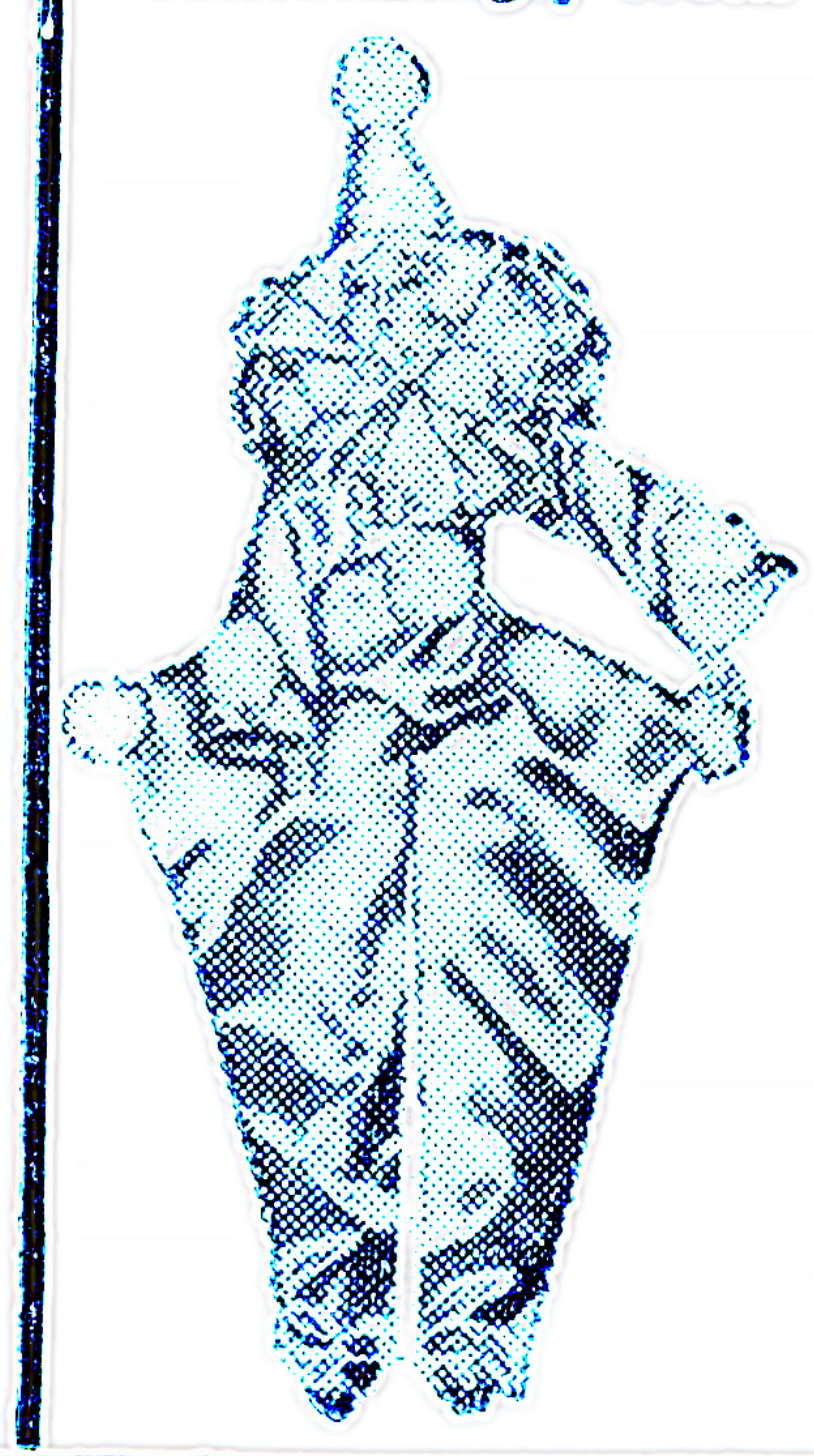
A man who has made a large number of medium-sized country towns in the East this fall tells me that many of these places have changed substantially during the present year. Pitchmen visiting these places better unlearn some of the things they have known about them. The old-time small-town psychology is as dead as the dodo. You want a real hot demonstration to sell the folks and a last-minute novelty. What sells? Anything that's new for the home. Practical things and appliances. Women are more interested in needlework than ever. Men like appliances that can be carried in the pocket. Don't cut in too much on regular sellers that can be had in the stores. There is more of the get-together spirit. The stores are busy and won't mind a little street selling, because it keeps the crowd moving. Let it be known that part of your earnings stay in the town. Watch local outdoor affairs like Saturday band concerts, games, etc. They assemble larger crowds than ever and can be worked successfully.

●

Purple appears to be tops among the coronation colors, of which you have heard so much these last months. Sometimes it's called mauve or lavender. But anything clicks that has some purple in it. Imitation jewelry with purple stone is a sure bet. There is a big demand for heavy square-cut chain-link bangles. Don't be afraid of being highbrow and get as near to the fashion demand as you can. Your small town knows what it wants.

●

And here is something really worth while. Somebody is working the better towns around New York with a line of dog articles—collars, harnesses, brushes and dog jewelry. The attraction is a performing dog who is entertainer and model at the same time. I haven't seen the act and cannot say how well it works, but it seems to me that there is a good sales idea in it. Dog fanciers are quick to spend money for their pets.



THE BLOSSOM DOLL PARADE remarkable values unusual creations
GREAT
FOR CHRISTMAS GIFTS
OR NEW YEAR'S EVE FAVORS

APACHE
SHE'LL CAPTIVATE YOU
ACTUAL SIZE 31" HIGH
Every woman will want an Apache. The menfolk and children too. She is a dazzling creation suitable for the Radio, Foyer and Living Room. Her pants and cap are checkered Percale. Her jacket is made of Felt. Around her neck is a debonair polka dot percale kerchief. A cigarette droops tantalizingly from her lips. She'll captivate you.
$15.75 DOZEN
$1.50 Sample Individually Boxed

Actual Size 31" HIGH
PINKY-PANKY
A DECORATIVE FLASH
$22.50 Dozen
$2.00 SAMPLE Individually Boxed.
Pinky-Panky is a breath-taking, eye-appealing, All-Fabric Doll for Boudoir, Living Room and General Desorative Effect. Her gorgeous Pierot costume is made of Satin trimmed with Pom Poms. Round her neck is a fluffy net ruff. Her eyes, shaded by beautiful long eye-lashes have that expression which says Love Me. And You Will. Comes in All Colors.

TOPSY-TURVY
(2 IN 1 MARVEL)
Actual Size 12" HIGH
Topsy-Turvy is an all fabric marvel. She is a winsome colored mammy on one end. Turn her upside-down, the dress flops over and she is a cute little Eva. Mammy has a red polka dot percale kerchief hat and a percale dress to match, trimmed with satin ribbon. Eva has a blue polka dot bonnet and dress to match, also trimmed with satin ribbon. Children go wild over Topsy-Turvy. Entertaining for adults too. One of our best sellers.
$10.80 Dozen
$1.00 SAMPLE Individually Boxed.

BLOSSOM CREATIONS *are* PROFIT MAKERS
Miss Belle of the West and the Carioca introduced earlier this year
MADE DOLL HISTORY
Ginger, Apache and Topsy-Turvy will make EVEN MORE MONEY for you.

DOLLS ILLUSTRATED ARE ALL HAND PAINTED, FEATURE FACES, WITH MOVABLE HEADS.
IMMEDIATE DELIVERY GUARANTEED
25% Deposit With Order, Balance C. O. D.
BLOSSOM DOLL CO. 45-47 E. 20TH ST. NEW YORK, N. Y.

IMPERIAL BINGO PRIZES
AT THE RIGHT PRICES

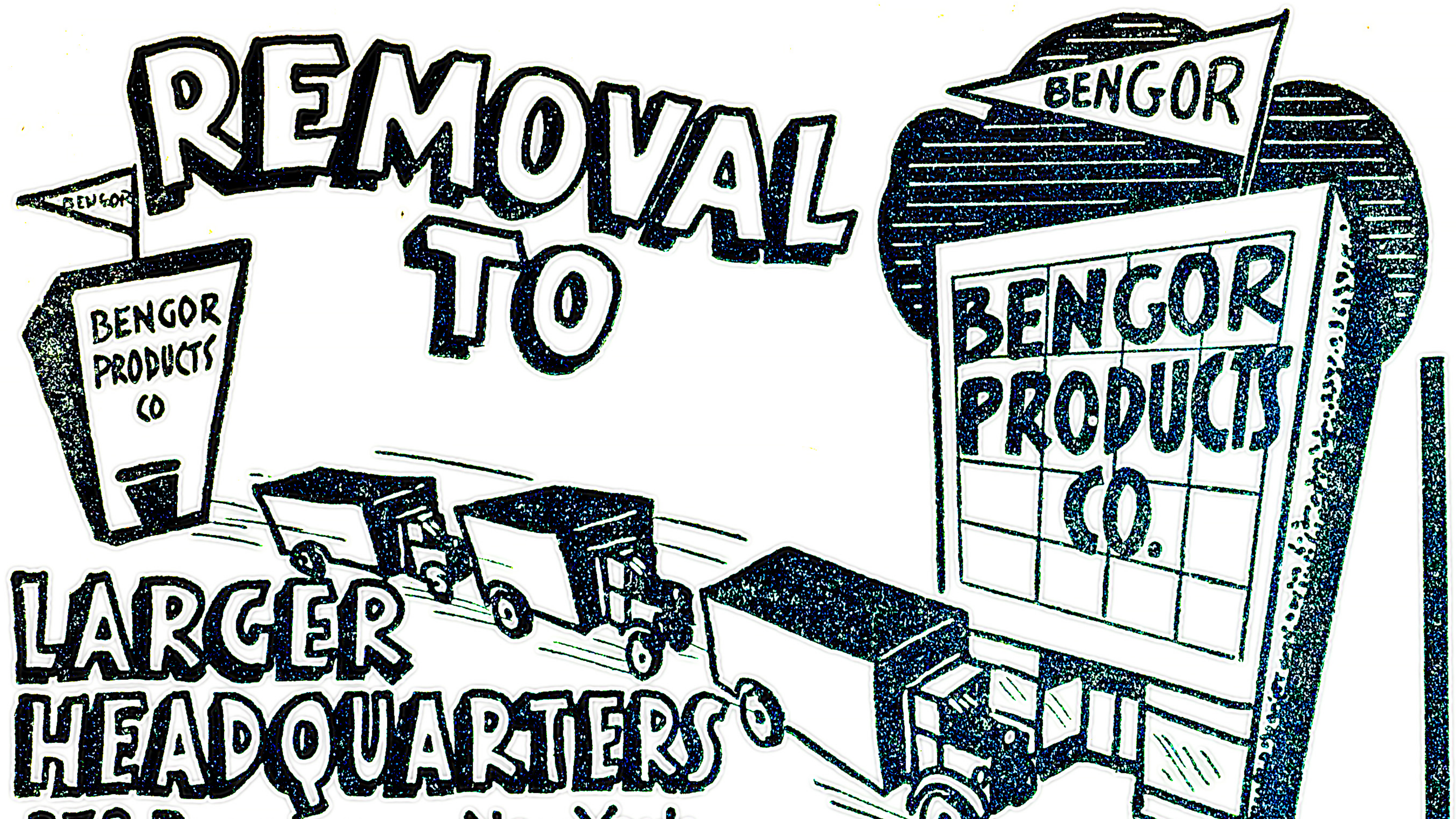
	Retail Values	Our Price
COMBINATION COMB, BRUSH AND MIRROR SET	$2.00	$ .75
CIGARETTE CASE AND LIGHTER SET	1.50	.45
10-PIECE LADIES' COSMETIC SET IN TRUNK. Set	5.00	1.00
23-PIECE KITCHEN UTILITY SET IN TRUNK. Set	7.50	2.75
LARGE SCOTTIE DOG WITH HARNESS & STRAP. Each	5.00	2.00
3-PIECE SILK BOUDOIR LAMP SET. Set	2.95	1.10
LADIES' FINE QUALITY SILK UMBRELLA. 16 Rib, Fancy Bakelite Shaped Handles. Each	3.50	1.35
FUR CAT AND MAT. Giant Size. Fine Quality. Each	2.95	1.25
IMPORTED MUSICAL POWDER JAR. Enameled. Each	3.95	2.00
NOVELTY CHROME SALT AND PEPPER SETS. Set	1.00	.35
SCOTTIE METAL LAMPS. Parchment Shades. Each	1.50	.85
LARGE CHROMIUM PLATED COCKTAIL SHAKER. Each	2.95	1.50
7-PIECE PIPE SET. Attractively Boxed. Each	5.00	1.00
NOVELTY ALARM CLOCK. Enameled Designs. Each	2.00	.95

WRITE FOR OUR "NEW" HOLIDAY PRICE LIST — NEW ITEMS AND PRICES.
TERMS: FULL AMOUNT MUST ACCOMPANY ORDER.
IMPERIAL MERCHANDISE CO., INC. 893 BROADWAY, NEW YORK, N. Y.

CANDY FOR THE HOLIDAYS
HOLLY BOXES with SUGAR ROLLED DATES or AMERICAN MIXED CANDY. 100 Boxes Packed 100 to the Carton. $4.00
5-Lb. BOX SATIN FINISH AMERICAN MIXED CANDY. Per Box........ 55c
5-Lb. BOX ASSORTED CHOCOLATES. Per Box........ 65c
Send for Sample Line, $1.50, Prepaid. Write for Illustrated Catalog and Quantity Prices. 25% Deposit with All Orders, Balance C. O. D.
MARVEL CANDY CO. Inc.
101 Wooster St. New York City

Field Glasses in Big Demand

With attendance at college and prep school football games threatening this fall to set a six-year high mark, a surprisingly heavy demand for field glasses is being experienced by wholesalers. There has been an overwhelming preference for field glasses and binoculars constructed of metal with satin finish. Glasses with wide range, adjustable to width of eyes and including shoulder strap for convenience in carrying, have been most popular. Salesboard operators and digger men have found that the flash and appeal of this item, combined with its genuine usefulness, have made it a good player-attracting item.



REMOVAL TO LARGER HEADQUARTERS

878 Broadway, New York

To Introduce Our Products to New Customers and to Give Our Old Ones a Real Opportunity to Make BIG MONEY At All Times

WE OFFER THESE SENSATIONAL BARGAINS

SHOE LACES—U. S. A., 27", Gr.	35c
RAZOR BLADES — Double Edge, Blue Steel. Per 1,000	2.75
RAZOR BLADES—Single Edge, Good Quality. Per 100	50c
PROBAK BLADES - Jr.—Packed 4 blades to package. 100 blades	1.05
ASPIRIN TABLETS—12 to a tin. Gr.	$1.45
ASPIRIN TABLETS—20 Packs of 4's on card. Each card	7c
ASPIRIN TABLETS—100 to bot. Doz.	$1.00
POCKET COMBS—with sheaths. Doz.	30c
MEN'S HOSE—Asst. Sizes. Good Quality. Doz.	84c
CHAMPION SHOE POLISH. 15c size. Doz	45c
JULES V. RIVIERE PERFUME, Doz.	75c
HANDKERCHIEF PERFUME—Latest sensation. With fancy silk handkerchief. Doz.	1.00
MEN'S HANDKERCHIEFS—Individually boxed. 24 to carton. Per carton.	70c
SILK LINED TIES—50c sellers. Doz.	$1.10
XMAS ICICLES—Dozen boxes	20c
ELECTRIC LIGHT SETS—In series of 8 lights. Full length wire. Ea. set	19c
XMAS CARDS—8 four fold cards with envelopes to match. In gift box. Each box	7c
KEY CASE FLASHLIGHTS—Doz.	$1.60
PUSH CARDS—With Red Seals. 25 Holes. Doz.	20c
MAGIC WINDOW CLEANER—Big Hit. Doz.	65c
DEAL No. 1000—15 Double Edge Blades, 1 Giant Tube Shaving Cream, Styptic Pencil, Wrapped in Cello. Each Deal	10c
DEAL No. 21—Giant Tube Fine Quality Tooth Paste with Tooth Brush. Cello. Wrapped. Each Deal	9c
IODINE—Small Size. Doz.	20c
MERCUROCHROME—Large Size. Doz.	40c
PALM & OLIVE LATHER SHAVING CREAM. 35c Size. Doz.	37c
TOOTH PASTE—35c Size. Doz.	37c
SHAVING CREAM—Giant 60c Size. Lather or brushless. Asst.—Palm & Olive, Claysell, Camel, Lucky Strike, Tiger, Etc. Each	5c
POWDER & PERFUME COMBINATION. Cello wrapped. Doz.	45c
MILLED SOAP—72 large bars to carton. Each carton	75c

SEND FOR CATALOGS OF XMAS AND REGULAR MERCHANDISE.
25% Deposit On All Orders, Balance C. O. D.

Bengor Products Co.

878 Broadway New York, N. Y.

DIGGER & ROTARY OPERATORS

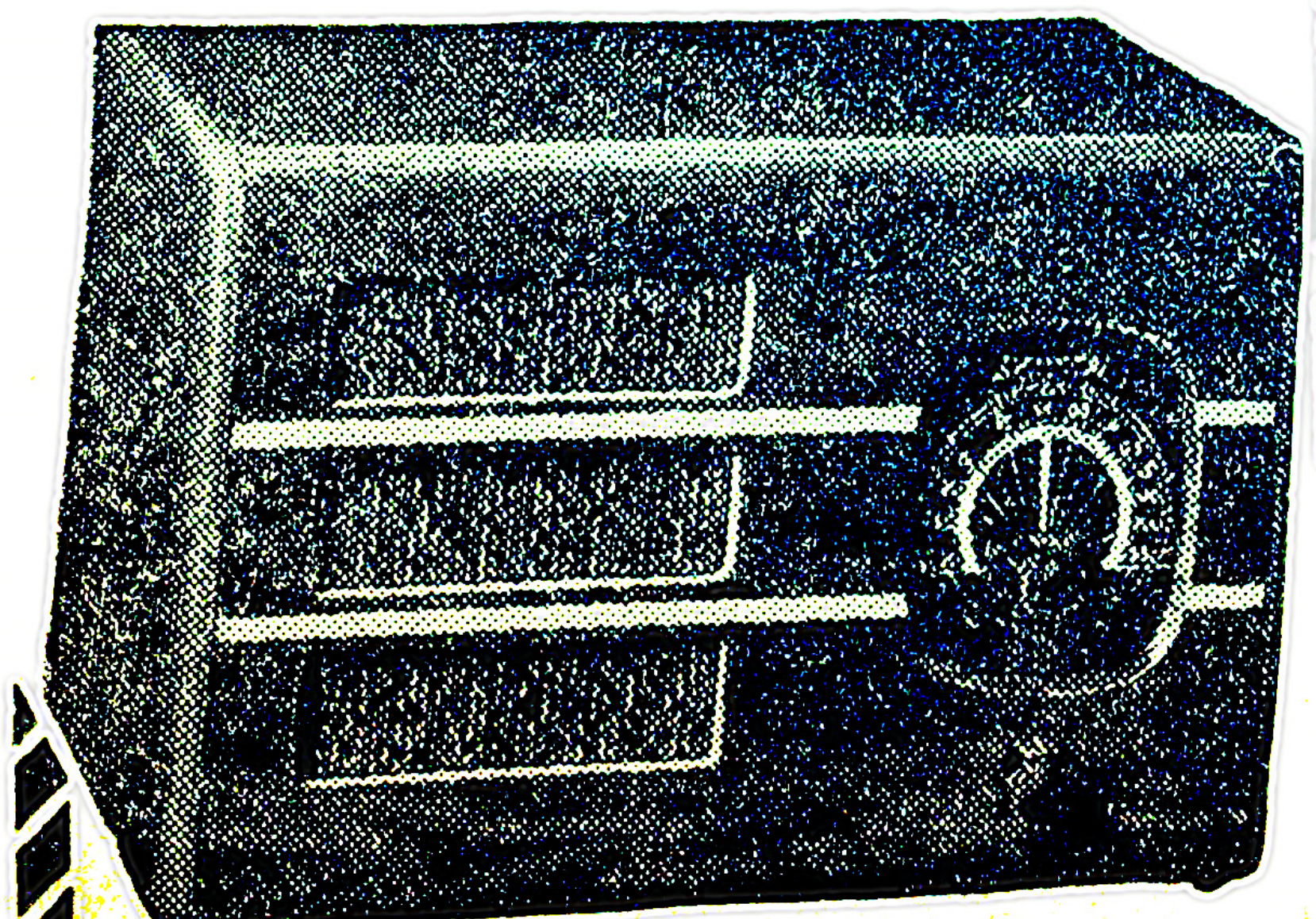
Amusement Machine Men—

- Years of experience operating as well as supplying digger machine operators assures you of only the most appropriate items.
- Only merchandise which has actually been tested in digger and rotary machines and proven to be money makers is offered to you.
- You can take advantage of lower prices because you will be dealing with the largest digger and rotary merchandise supply house in the Middle West.
- Orders are filled and shipped to you the same day your order is received.
- Close contact with manufacturers makes it possible to offer merchandise to you before it is placed on the general market.
- All merchandise is guaranteed. If ever you are dissatisfied your money will be refunded without question.
- You are offered complete lines of Evans, New Haven, Ronson, Seiberling, Aristocrat Clock, Chase Brass & Copper, Avon, U. S. Electric Mfg., Falcon Camera and other nationally advertised products.

Write for illustrated catalog. You can't miss when dealing with

W. J. DENNIS

1018 South Wabash CHICAGO, ILL.



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GENERAL WIRELESS LABORATORIES, Inc.

240 W. 23rd St. (Dept. 4-F) New York, N. Y.

FREE 5 DAY TRIAL

NEW GENUINE GENERAL RADIO

SATISFACTION GUARANTEED

Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.) **FAST SALES! BIG PROFITS!** Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C.-D. C. Packed in air cushioned cartons.

FREE! NEW 1937 CATALOG
Genuine Generals Build Business.

$6.45 LOTS OF SIX

$6.95 SAMPLE SET

25% with order, balance C. O. D.

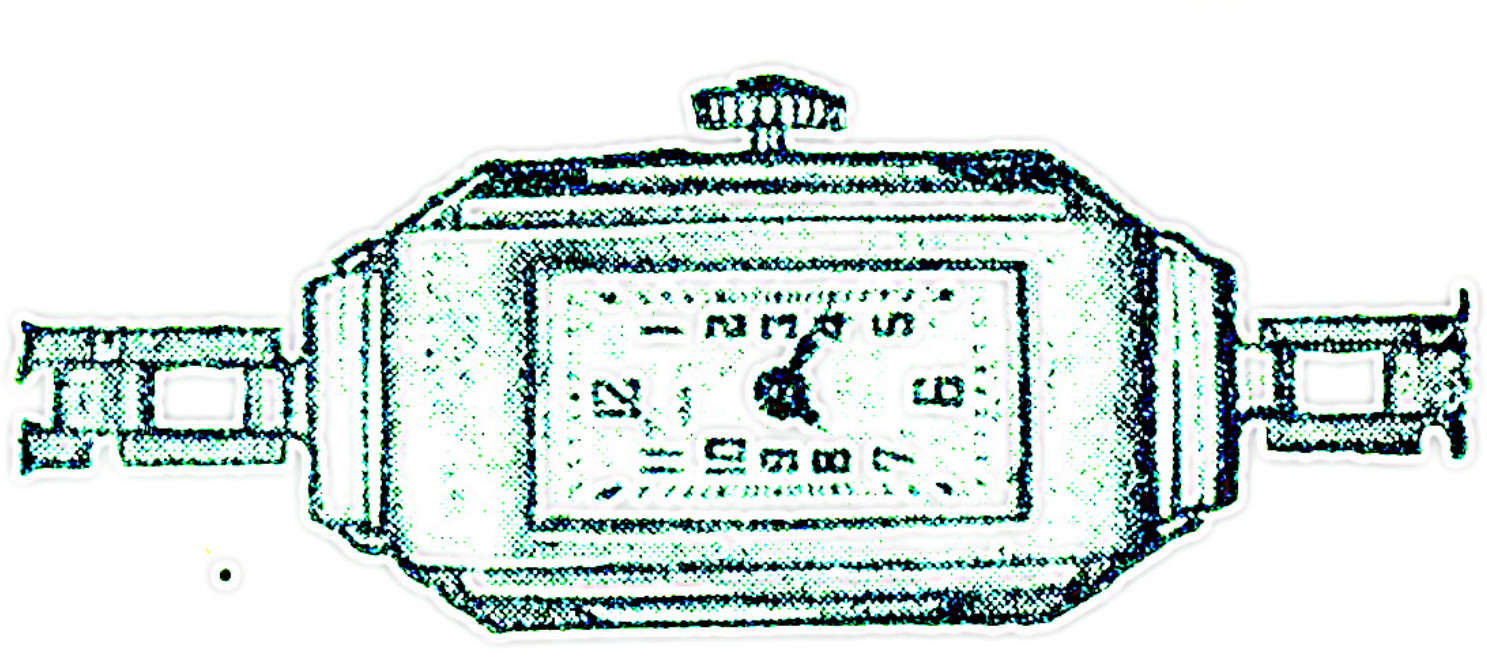
Remember—Satisfaction or Money Refunded.

NOTES from SUPPLY HOUSES

Benedict Jerchower, cigar manufacturers' representative, is offering a nationally known, branded line of good quality regular 5-cent cigars in three different brands. Cigars can be had packed either 25 or 50 to the box. Line is especially priced for the tobacco jobbing trade—sales agents, wagon jobbers—all those selling or handling tobacco or allied lines.

Chase Brass & Copper Company is already distributing its catalog of specialties for 1937. Fully illustrated, catalog features the many items in this firm's extensive line of novelties and gifts and provides for ordering direct by having the product clearly illustrated adjacent to adequate descriptive material.

Lou Levy, acknowledged as the originator of Radio Filters for street demonstrators, announces that his 1937 line will comprise three new types of filters with features different from any heretofore shown. Levy, who conducts the Master Radio Laboratories, is an experienced demonstrator and has also given careful study to radio technique and mechanics. He states that the past year has shown a strong upward trend in his field.



The Harris Company is offering some very fine ladies' wrist watches which should catch the eye of every Christmas shopper. Two models, one guaranteed white, the other yellow gold are being pushed for holiday business at prices heretofore unheard of. Both models have four-jewel movements and are beautifully boxed.

Autopoint Company announces the appointment of Mutual Stationery Company as exclusive distributors of Autopoint products to commercial stationers, thruout the North Atlantic zone. The territory comprises New England, the States of New York, New Jersey, Delaware, Pennsylvania (Altoona and east), Maryland and Washington, D. C. Mutual Stationery Company is already carrying out extensive plans for widespread and economical distribution of the Better Pencil, and other quality Autopoint products.

The Schreiber Merchandise Company was recently formed in Kansas City and is located at 220 West 12th Street, in the heart of the downtown section. The

---

FREE BLADES

A Full Carton (100 blades) high quality, fully guaranteed, free with every $5 order.

MONEY-MAKERS

Perfume Combinations—	
Perfume and Powder, doz., 54c; gro.	$ 6.25
Perfume, Face Cloth, Soap, doz., $4.00; gro.	45.00
Perfume, Face Powder, Necklace, doz., $2.00; gro.	23.00
Vanity Kits (6 pieces), doz. $2.00; gro.	23.00
Vanilla, satisfaction assured, 8 oz., doz.	.78
4 oz., doz.	.58
Jumbo Pot Washers, Copper, doz., 40c gro.	4.50
Zinc, doz., 35c; gro.	4.00
Dishcloths, U. S. m., 14x17 honeycomb, doz., 55c; gro.	6.45
Shoelaces, U. S. made, 27-in. mercerized, gro.	.45
40-in. mercerized, gro.	.61
Combination Parer and Corer, doz., 35c; gro.	4.00
Gas Liters, a dandy, doz., 60c; gro.	6.95
Pencils, U. S. made, assorted colors, gro.	.75
Face Creams (4-oz fancy jars) Cold, Vanishing, Lemon, etc. (may be assorted), doz., $1.00; gro.	11.25
Large key-type cans Shoe Polish, doz.	.61
Razor Blade, D. E., all first run, guaranteed, no seconds; per 100	.27
Razor Blades, single edge, per 100	.48
Genuine Rex Hones, gro.	4.35
Spiral School Tablets & Pads, doz.	.36
Greeting Cards, attractive boxes, 15 ea., doz. boxes	1.50
Dental Creams, Jumbo Size (Peppermint, Spearmint, Milk Mag), doz., 75c; gro.	8.50
Lipstick Lighters, doz., 50c; gro.	5.75
Octagon Lighters, doz., 35c; gro.	4.00

Rush order for these specials—ask for complete catalog—1,000 sales-tested Items.

DIRECT DEALERS SERVICE, INC.

Dept. B. 66 E. Eagle St., Buffalo, N. Y.

A NEW TREASURE CHEST OF SHIRLEY'S SONGS!

JUST PUBLISHED

A Brand-New Collection of Songs Featured By the World's Most Popular Child Personality.

★SHIRLEY TEMPLE★ SONG ALBUM NO. 2

Completely Illustrated With Full Page Scenes From Her Pictures. Cover Carries an Elaborate Reproduction in Colors of Shirley's Latest Photograph.

A Book That Will Appeal to Every Child.

35 Cents Per Copy

(Write for Special Quantity Price.)

MOVIETONE MUSIC CORP.

RCA Bldg. (Radio City),
New York City.

CHRISTMAS CARDS

21 French Folds, in Box. Best Buy in Xmas Cards. Box	18c

STREET WORKERS TOYS

Jumping Fur Dog with Bulb. Gro.	$ 7.50
Boy on Bicycle, Small Size. Gro.	9.00
Aeroplane, Mechanical Toy. Gro.	9.00
Hula Doll, Small Size, Good. Gro.	10.00
Mechanical Tank, Good Toy. Gro.	8.40
Running Mice, Glass Eyes. Gro.	4.00
Rubber Tongue Toys, Asst. Gro.	3.50

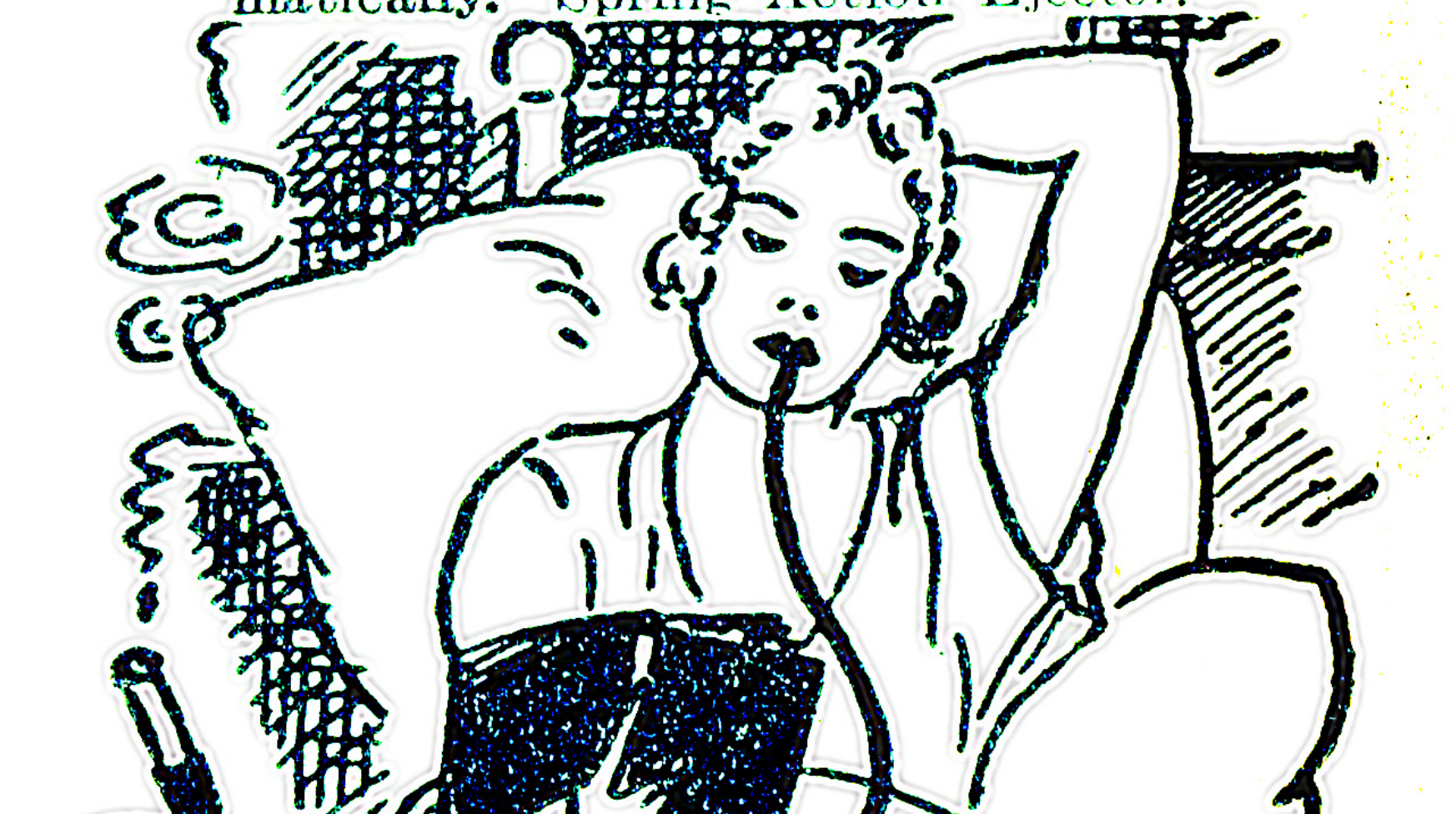
Get Our List on Christmas Wreaths, Decorations, Toys, Gifts and Prizes.

ADVANCE SPECIALTY CO.

611 South State Street, Chicago, Ill.
1410 Abbott Street, Detroit, Mich.
307 W. Poplar Ave., Columbus, O.

SMOKER'S ROBOT

For Smoking in Bed. Collects Ash and Sparks Automatically. Spring Action Ejector.



Genuine Harem Pipe	$7.80 Dozen
Harem "Junior"	6.00 Dozen

Cash With Order.

HAREM PIPE CO., Derby, Conn.

HOW

TO MAKE 50% MORE PROFIT IN WATCH SALES THIS CHRISTMAS

CENTRAL'S GUARANTEED REBUILT WATCHES are the year's greatest profit makers. Each Watch is thoroughly reconditioned, re-cased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our NEW CATALOGUE TODAY.

CENTRAL

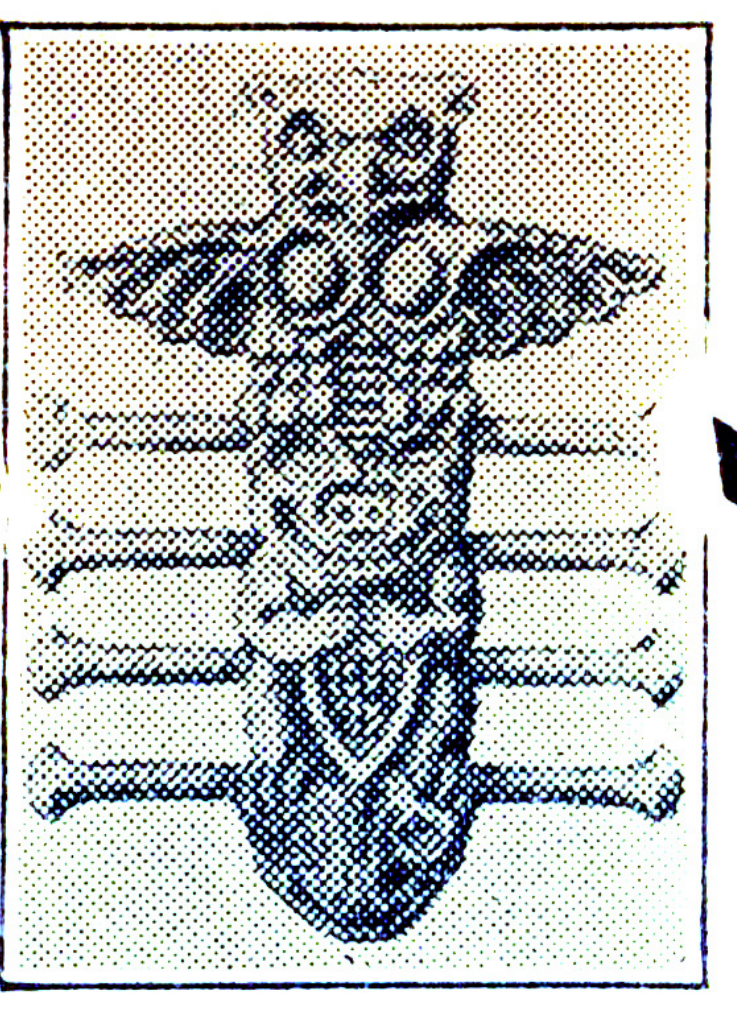
WATCH MATERIALS & SUPPLY CO., INC., 134 South Eighth Street,
PHILADELPHIA, PA.

SIGNS ANY KIND EASILY PAINTED

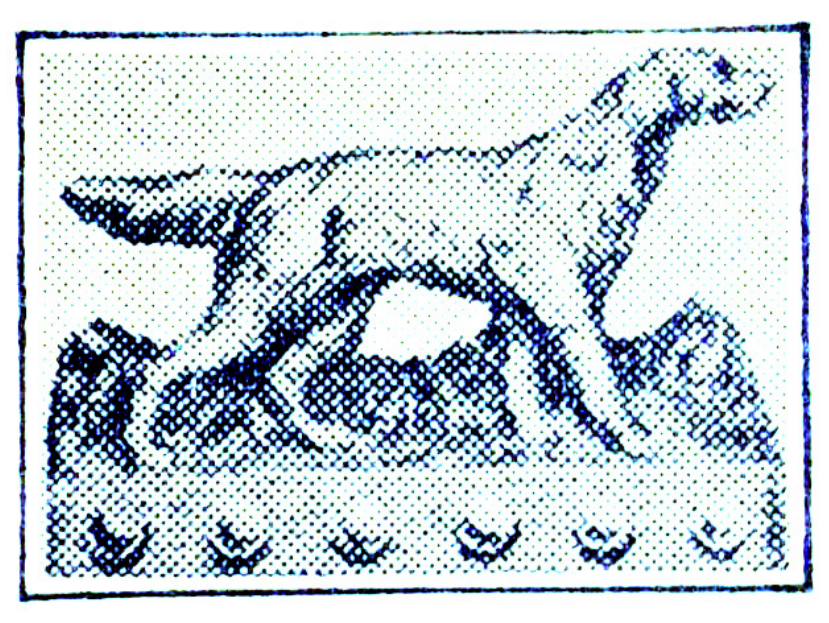
WITH LETTER PATTERNS. ANYONE CAN DO IT. SIMPLY TRACE PATTERNS WITH PENCIL AND FILL IN COLOR WITH BRUSH.

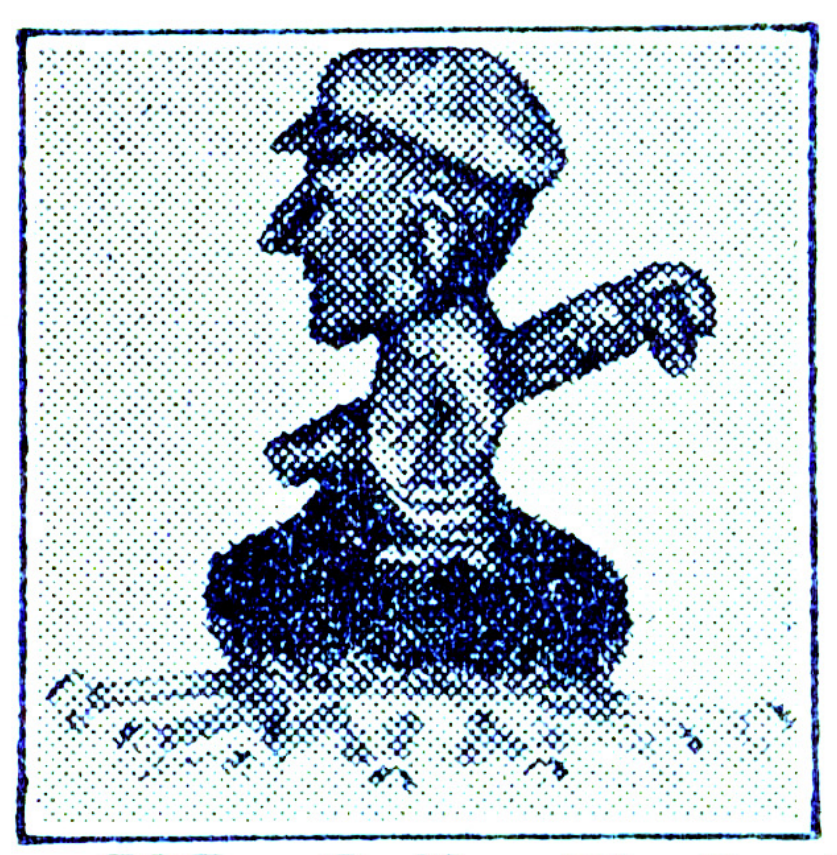
WRITE FOR FREE SAMPLES

JOHN B. RAHN N1330 CENTRAL CHICAGO, ILL.


No. 578—"Lucky" Totem Pole Tie Rack.

No. 601—Old Soak Tie Rack.

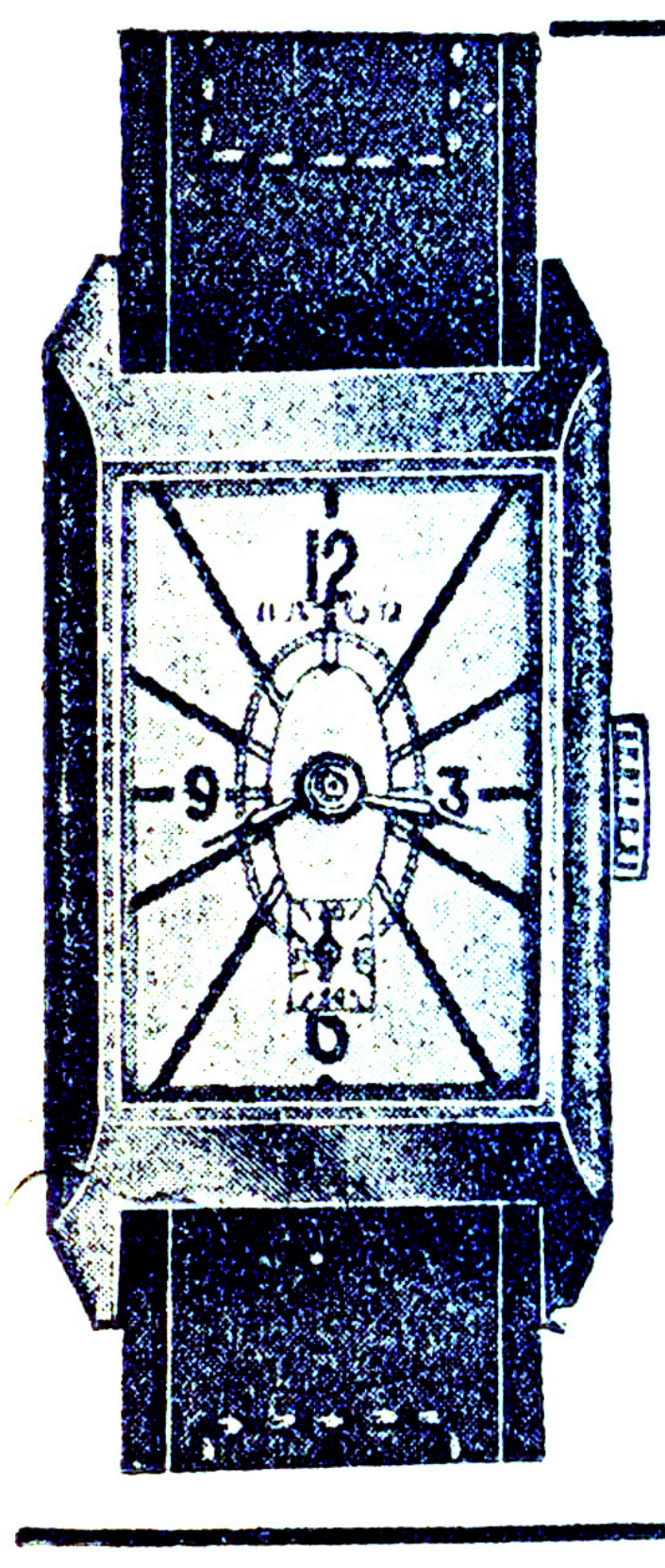

No. 007—TR Hunting Dog Tie Rack.


No. 597—Golfer Tie Rack.

Our complete assorted line of **SIMULATED CARVED WOOD TIE RACKS** (hand colored, 7" in height) are the flashlest, most distinctive gift item on the market today. Come individually boxed.

Samples $1.00 Postpaid—Full cash with order. Doz. Lots, $7.20 Doz., f. o b. Chicago 1/3 Cash Deposit, Balance C. O. D.

ANDERSON NOVELTY CO.
1535 Merchandise Mart, Chicago, Ill.



THE NEW
BROADWAY WATCH

Guaranteed for One Year. It is good looking and will keep accurate time.

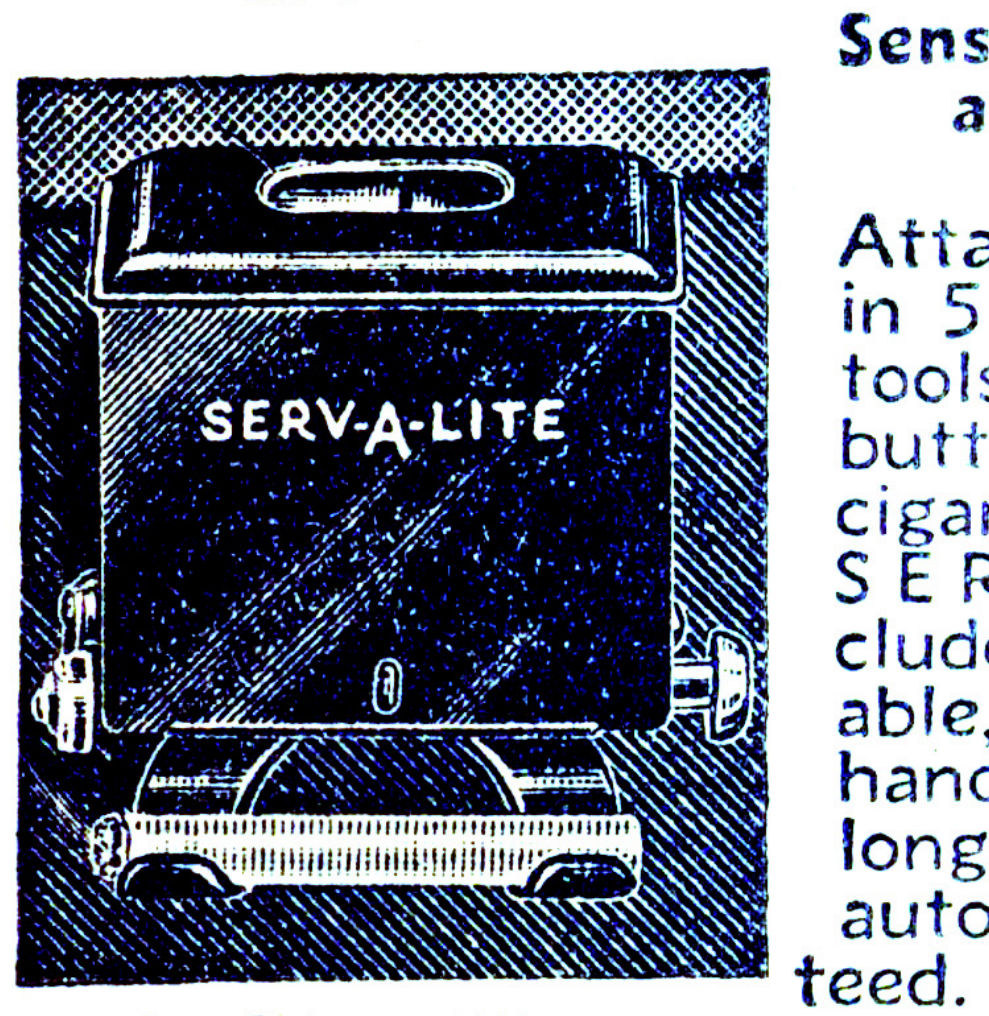
25% Deposit, Bal. C. O. D. Sample Watch, 25c Extra.

7 Jewels $3.75

Write for New Catalog of Latest Numbers for Salesboards, Premium Users, etc.

CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. City.

SERV - A - LITE

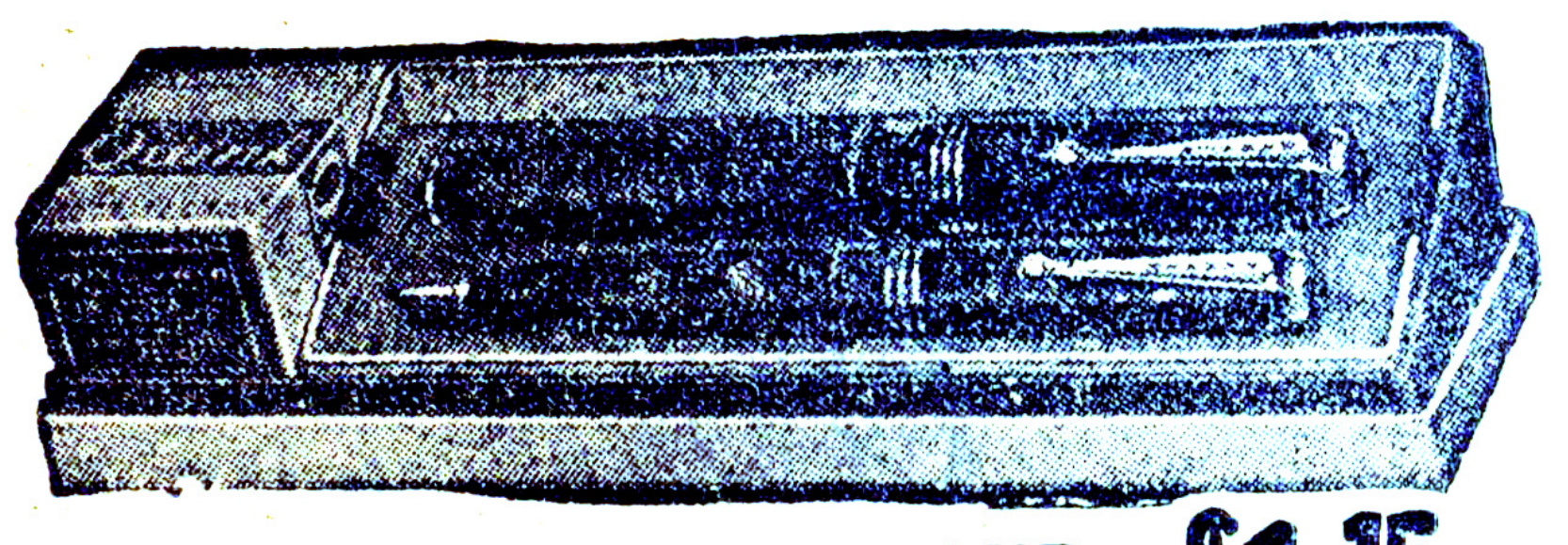


Sensational Performance, Style and Appeal.

Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! SERV-A-LITE includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic; guaranteed. Don't pass this up! 24 million car owners are ready customers. LIST PRICE.... **$2.45**

Write today.

TELEMOTOR CORPORATION,
260 Fifth Ave. New York, N. Y.



GENUINE PARKER PEN AND PENCIL SET, Parkette Model. Fully Guaranteed. FREE Bottle of Quink. Per Set........... **$1.15**

GENUINE PARKER DUOFOLD TYPE PEN AND PENCIL SET, List Price $5.75, Your Cost Per Set Complete............... **$2.25**

Write For Our New Catalog.

The Harris Company
519 West Madison St., Chicago

new firm, headed by H. Schreiber and A. Bruno, will carry a complete line of wholesale merchandise, novelties, premiums and carnival supplies. Schreiber was for the last four years with the Midwest Merchandise Company of this city, and is well-known to the premium and carnival trade. Bruno was until recently engaged in another commercial venture. Schreiber made many friends during the past several years, as he was on the road for the Midwest firm calling on chain stores and carnivals during the season.

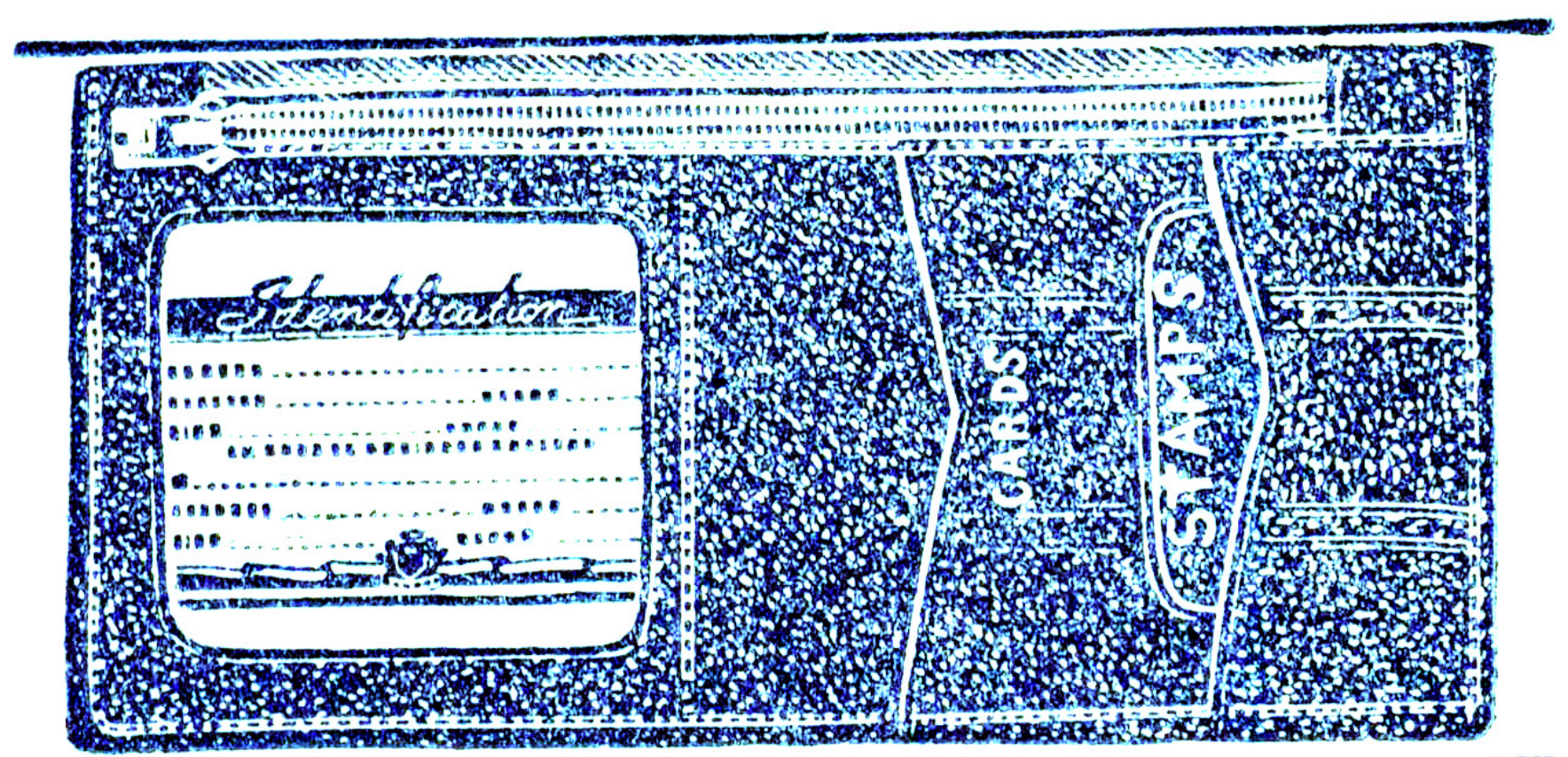
Chester I. Levin, one of the owners of the Midwest Merchandise Company, returned to Kansas City recently after spending three weeks in New York. During his visit he made quite a few contracts for import items for the premium and carnival trade, which he claims will be a revelation to the concessioners next spring. Levin looks for a big year in the premium business, and the new items which will be displayed early next year should aid this business tremendously. Midwest Merchandise Company is one of the largest carnival supply houses in the Middle West. Edward S. (Slim) Johnson, partner of Levin in the operation of the company, will attend the carnival and fair meetings in Chicago the first week in December.

Mechanical toys are always at the height of their popularity at Christmas time. This year many new novelties are being introduced which are proving popular as sellers by streetmen, pitchmen and novelty stores. Harry Kelner & Son, well known jobbers and distributors, are featuring this season many new and clever mechanical toys made by American manufacturers.

Many new and novel designs in American and Swiss-made watches are being featured by the Berk Merchandise Company, Inc., well-known jobbers and importers of watches. Company has just issued a special Christmas catalog illustrating more than 60 attractive numbers of wrist and pocket watches of all types. A copy may be had by writing this department.

The growing popularity of Bingo as a revenue producing game for churches, theaters, clubs, etc., is proven by the great number of operators who are introducing this game thruout the country. Great quantities of merchandise of a high type are being given as prizes and premiums. E. S. Lowe & Company will gladly give any operator or jobber full details and information as to the correct method of operating this game. They are exclusive manufacturers of Bingo games and supplies.

Advance Distributors, Inc., formerly Keystone Distributing Company, has moved to new and larger quarters at 395 Broadway, New York. Firm carries a line of salesboard deals and in the past few months has been very successful with a deal featuring a moviematic camera and projector. We are informed that in the near future Advance Distributors will introduce a razor deal which should be of interest to all salesboard operators. Catalog is available free for the asking.



Genuine Leather
ZIPPER BILLFOLD **$3.50 DOZ.**

Absolutely matchless—a Billfold at this low price with these features: made of **GENUINE LEATHER.**

Has genuine Talon Zipper protected long currency pocket; open face identification space, 2 card pockets, removable leather stamp holder, rich looking black grain leather effect and brown fine grain effect, individually boxed. A whirlwind gift seller.

DEALERS: Write for new circular featuring 8 pages of Leather Goods Gift Items at new low prices.

HARRY PAKULA & CO.,
5 North Wabash Ave. CHICAGO, ILL.

MEDICINE MEN

We have the finest and largest Herb Package on the market at the lowest price. Also new big merchandising flash for promoters working large drug stores and chains. Full details and both packages, prepaid, 25c. None free.

THE DAMON CO., Geneseo, Ill.

FIRST TIME *at this* LOW PRICE

RCA LIC. MAGIC EYE 7-tube 3-band Silver Radio

FOREIGN RECEPTION GUARANTEED

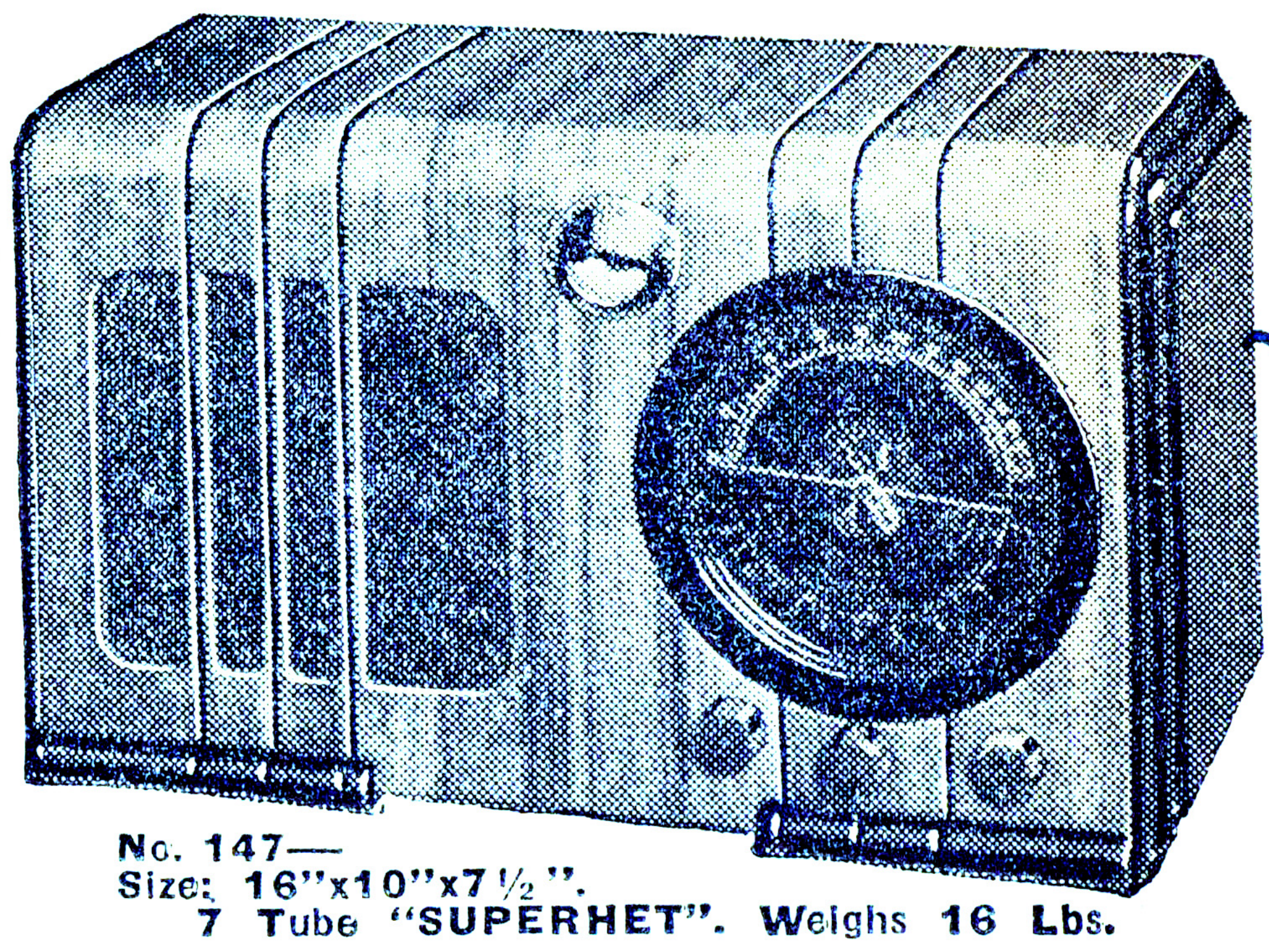
$17.94 List Price $37.50.

$17.54 In Lots of 6.

Rush $2.00 deposit with order, balance C. O. D., f. o. b. Chicago: Purchase price refunded within 5 days if not 100% satisfied.

ORDER SAMPLE TODAY ON
MONEY-BACK Guarantee

A "buy" for those who want the best in radio. Tunes 18 to 550 meters—3 full bands. Gets fascinating programs from England, France, South America, etc., as well as American broadcasts, police calls, amateurs, etc. MAGIC EYE enables you to "see" when station is properly tuned. Automatic volume control. 7" JUMBO DIAL—5 colors, with individual color for each wave band. OVERSIZE 6½" dynamic speaker. BEAUTIFUL WALNUT cabinet—high piano finish. ONE YEAR GUARANTEE. AC-DC, 60 Cyc., 110 Volts.



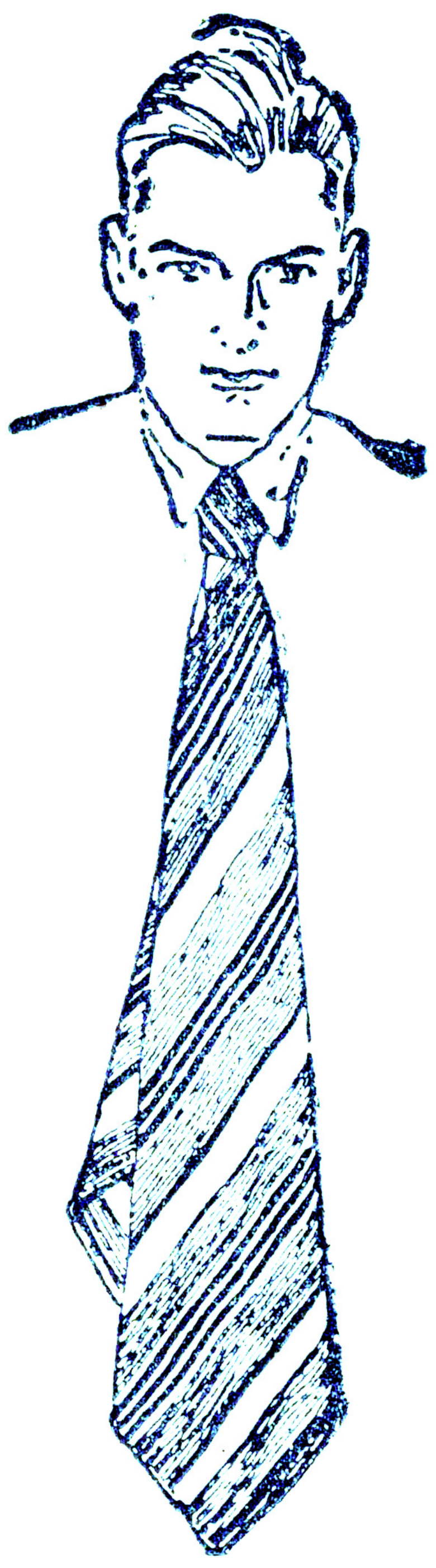
No. 147—
Size: 16"x10"x7½".
7 Tube "SUPERHET". Weighs 16 Lbs.

FREE—New 1937 Catalog Just Off Press. Farm, Auto and Home Radios—21 New Models.

SILVER MFG. CO.
612 No. Michigan Ave., Dept. BB, Chicago, Ill.

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... *Be sure and mention your Line of Business.*

MIDWEST MERCHANDISE CO.
·1026~28 BROADWAY, KANSAS CITY, MISSOURI.



HOLIDAY SPECIALS IN TIES

SILK LINED TIES
$1.00 a Dozen
9.00 a Gross

In Single HOLIDAY BOXES
$12.00 Gross

GREAT FOR PUNCH BOARDS or Premium Give Aways.

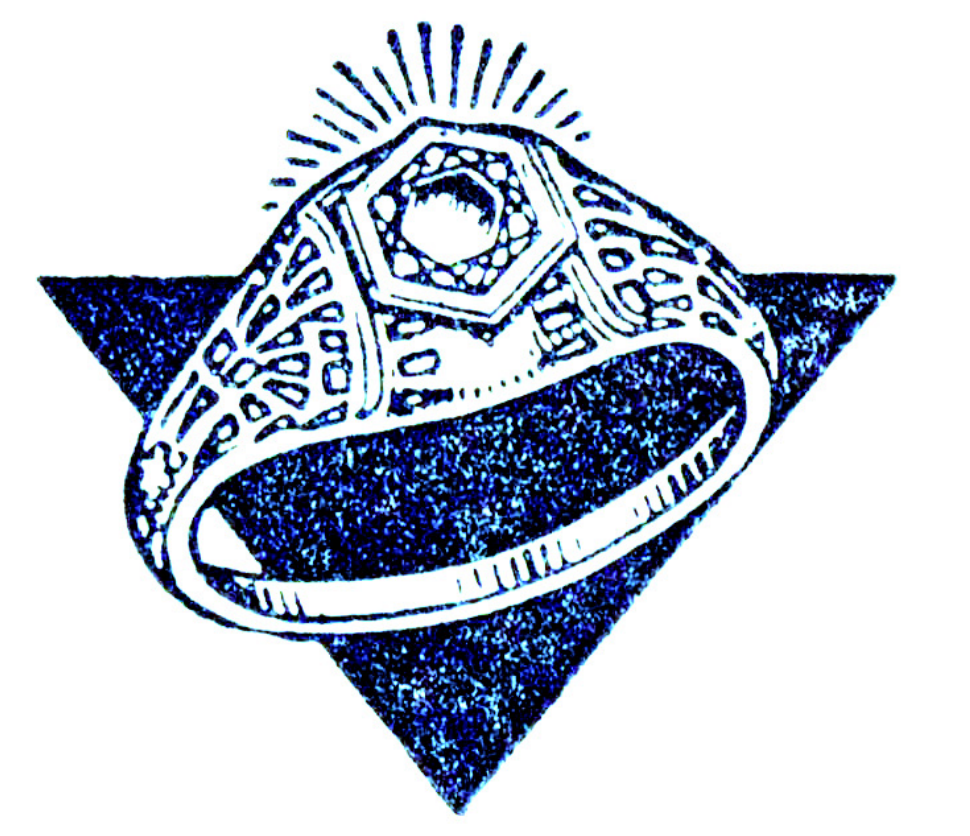
A Few Other Hot Items.

Fancy Silk Ties, 75c Doz., $7.20 Gross. Resilient Hand Tailored Ties, $3.00 Doz. Silk Mufflers ($1.00 Value) $3.00 Doz. Tie and Hanky Sets, $2.75 Doz.

25% Deposit, Balance C. O. D. Postpaid if full amount with order.

Catalog Free.

LEGION TIE CO.
(Dept.G)
703 Broadway, N. Y. C.



Ring Workers

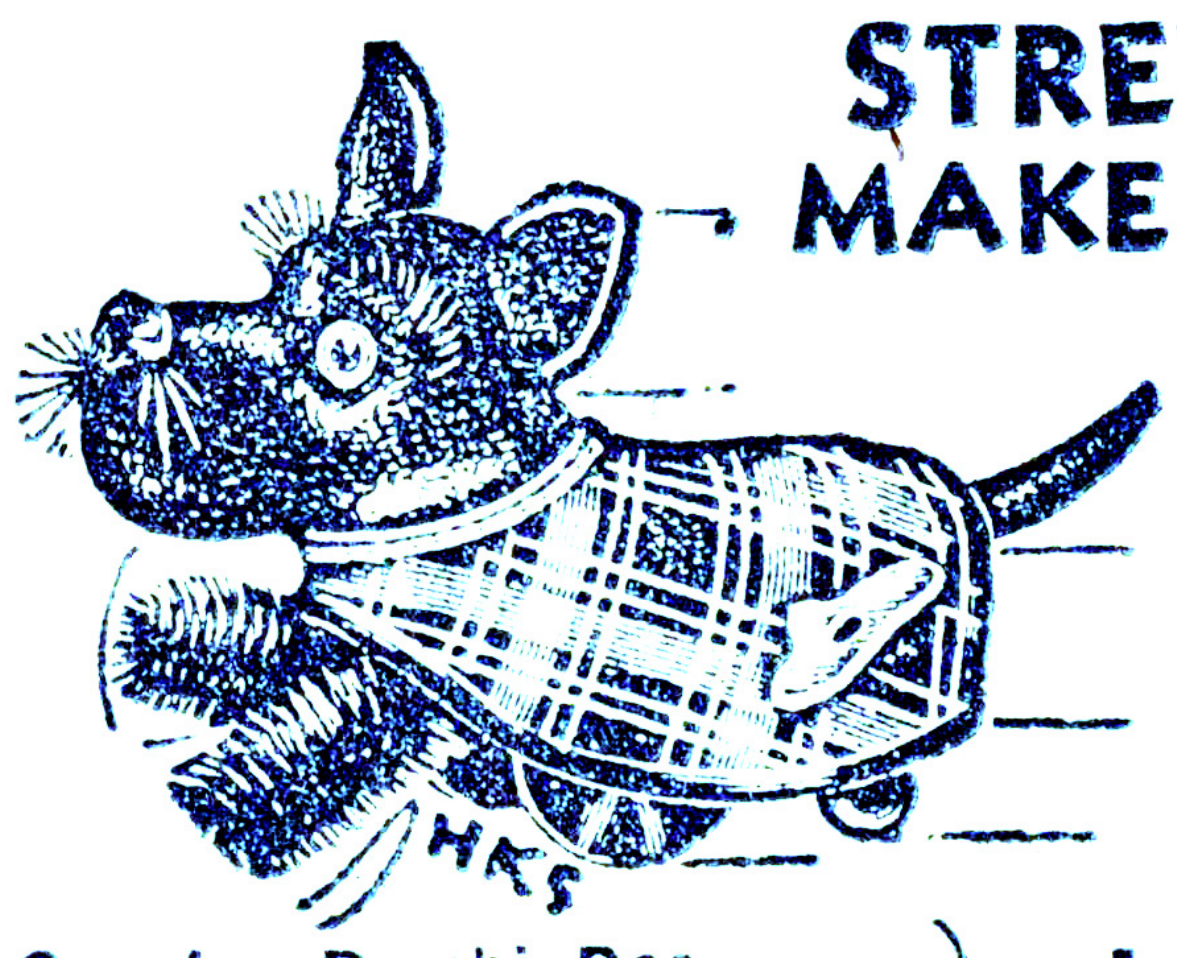
New sensational designs. Complete line White Stones, Birthstone Rings, Cameos, Rainbow Rings, Signets, Etc., for Men, Women and Children.

DAZZLE! APPEAL! SELL!

Send $1.00 for Samples and Catalog. State Types of Rings Wanted.
WHOLESALE ONLY.
IMMEDIATE DELIVERY.

POWELL BROS., 863 N. Sangamon, Chicago.

STREETMEN MAKE MONEY



NEW STOCK Lower Prices **$21.00 GROSS**

- Genuine Poochi Dog
- Large Hawaiian Dancers
- Cowboy on Horse with Lasso
- Donkey with Balancing Clown
- Dog with Shoe
- Tumbling Peter the Clown
- Large Boy on Bike
- Circus Clown on Horse
- Drummer Boy with Umbrella

ALL TOYS $21.00 GROSS $2.00 DOZ

Large Size SAILOR BOY, Gr...........$21.00
Large Jap Inflated Animals, Gr........... 21.00

SEND $2.00 FOR SAMPLE SELECTION. ALL ORDERS SHIPPED SAME DAY. ONE-HALF DEPOSIT ON ALL ORDERS.

Harry Kelner & Son, Inc. 50 Bowery. NEW YORK CITY.
"Known For Our Low Prices."

HANDKERCHIEFS

Agents, Crew Managers, Distributors—Our selling plan insures more handkerchief sales, bigger profits to you and a steady, daily cash income. Full Sample Line for $1.00.
HANDKERCHIEFS,
Dept. B, 3 West 29th Street, New York City.

WORLD FAMOUS CANDIES on Fast Moving Penny Deals

BULK DEAL CANDIES
HERSHEY'S
PUNCH DEALS
Baby Ruth
SELF-SELLING DISPLAYS
WILBUR
FREE GIFTS
HERSHEY'S

Less Than Wholesale Prices Makes Every Store a Customer

IMAGINE IT! Baby Ruth, Hershey, Wilbur, Hershey's Mild Mellow, Peanut Maid, all well known candies on 1c—5c—10c Deals. They sell like "hot cakes" in groceries, cigar stores, taverns, drug and candy stores.

DEALERS BUY from you for less or you can make DOUBLE PROFITS—often up to 100%. They can't renew from anyone else. Repeats are practically GUARANTEED.

OUR PROVED and tested bulk and ready packed candy and gum deals, self-selling counter display vendors, free gifts and punch deals get the business for the dealers. You get their orders and make a mighty sweet profit the year around.

FREE
Write QUICK for full details of our unique plan. It's a WINNER.

BAKER'S orders totaled $2600.00 in 5 months
ANDERSON'S 2nd order $250.00
DeMARC'S total orders $321.00 in month
HARRIS 1st Order $25.95—2nd order 1 week later $105.60
COVERT has placed 52 repeat orders

CASTERLINE BROS. Dept. GF 1916 SUNNYSIDE AVE. CHICAGO, ILLINOIS

The STRANGEST MONEY MAKING IDEA EVER INVENTED!

QUEER! HARD TO BELIEVE! BUT TRUE! Most ads offer you something to SELL to make a PROFIT. You call on homes, offices, etc., trying to get peoples' money. Here's a new plan where you SELL NOTHING. Instead you start out by **giving something away,** yet you should make up to $50—$75—$100 in a week. It is really sizzling hot! Davis, Ohio, made over $3,000 in 3 months (our records are proof) GIVING AWAY something new almost everyone wants at a glance. Not a "get-rich-quick" scheme—No tricks but a sound substantial business, successful for years. Big money either full or part time. **FREE!** Write, wire TODAY for FREE details. Sweeping the country NOW! Don't wait, you might lose out. **N. A. STODDARD,** 4327 Ravenswood Ave., Dept 3K, Chicago, Ill.

OAK HY-TEX BALLOONS
PROFITS
are greater when you sell
OAK-HYTEX BALLOONS
The brighter colors, flashier designs and outstanding novelties offered by Oak assure far greater sales appeal than any other line. And Oak's superior quality insures against loss from excessive breakage.
Sold by Leading Jobbers
The Oak Rubber Co., Ravenna, O

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

IT'S BANKER PENS AGAIN
Plungers, Vacuums, Combinations, Stream Line and Bullet Shapes. All fitted with the new 2-Tone Points. It's all in the Pen Point.

DEMONSTRATORS — Xmas Pitch Package, $24.00 Gross. Sample by Mail, 25c.
JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

E. Z. WAY
AUTOMATIC STROPPER
W. M. MFG. COMPANY,
Sandwich, Ill.
Sample, 35c.

100% PROFIT
WE PAY ALL POSTAGE.
Sample Dozen Tailored Ties $1.00
HAND TAILORED TIES
SAMPLE DOZEN, $3.
DON'T DELAY—Send for Sample Order and Price List immediately.
SMART STYLE CRAVAT CO.,
1265 Broadway, New York City.

XMAS PEN SALES
100% Workers. Extra Heavy Point.

AUTOMATIC PLUNGERS
Fountain Pens in Solid Gold and Gold Plate at all prices.
"GET OUR PRICES FIRST"
NASSAU PEN & PENCIL CORP.
116 Nassau St., NEW YORK CITY, N. Y.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

MEDICINE MEN
Send 50 cents for our dry HERB AND IRON COMPOUND CONCENTRATE. Enough to make sixteen 8-oz. bottles of tonic. Labels furnished. A scientific preparation that really repeats. A trial order will convince you.
THE OZARK HERB CO.
419 Main St., Nashville, Tenn.

PIPES for PITCHMEN

by BILL BAKER

(Cincinnati Office)

JOE AND MARY PERRY . . . are working stores in Washington and Baltimore, respectively. Joe infos that he has a new coupon item that should click in December.

BILLY AND MABEL BEAM . . . are reported to be doing a swell biz in Arkansas and Oklahoma. Billy has had a good season working spots in West Virginia, Kentucky, Tennessee, Arkansas and the big oil State and is sporting a new Buick.

ARE YOU guys in a position to take on the many new specialties for the Christmas business this year, in addition to the "old standbys"?

STANLEY ANDERSON . . . pens from Boston under date of November 17. "Made a week-end trip back to New York with full intention of getting a much-needed rest, but fell short of doing so when I started to make the rounds. Chief Blackhawk lettered from Washington that he is to connect with the United States Indian Board. Am still promoting New England's favorite breakfast food, doughnuts. Would like to hear from George Shean and the missus."

N. A. REED . . . and the missus and Al Lyons, who sustained injuries in a recent automobile accident near Laurinburg, N. C., which demolished their car, have been released from the hospital. Writing from the North Carolina city, Reed says that he and the missus are planning to buy a Plymouth and take in some of the Florida sunshine during the winter.

SI HART . . . of peddle fame, has been working with the key-check outfit to filling stations and garages between pitches and reports some good touches. He expects to stay in the money all winter.

GEORGE SHIELDS . . . has added health books to his sex book pitch and is getting the gelt.

ONE GOOD pitch inspires more pitches and the law of average will usually take care of the lad making the most pitches.

JAMES BURNETT . . . who is working razor blades and stroppers in and around Lexington, Ky., reports biz better than ever.

FRANCIS DE MILLS . . . with health books, has doubled with Clark of med fame and is making Marianna and Forest City, Ark. Francis reports business is off in that section.

PAUL HAUCK . . . is working his med coupon package thru Kentucky and the Carolinas to an excellent biz.

TOBACCO MARKETS have been hit hard by the drought this year, but high prices which the weed has commanded will balance business in and around the warehouses.

JOE WAHL . . . of gensen fame, has been collecting some real money in a store on Monroe avenue in Detroit, while Yoder, working med on a lot in the Motor City, has also been clicking.

"NOW THAT . . . Thanksgiving is here again and a few old-timers are still kicking, it brings to mind the good old horse-and-buggy days, when the customers used to invite us over for a turkey dinner and the girl with the hoop skirt was shy," letters Dr. Tommy Adkins from Douglas, Ga. He inquires about some of the old-timers, chief among which are Doc. Frank Beach, Jim Ferdon, Doc Morandy, Ownie Benson, Frank Haithcox, Tommy Stiner, the Maxie Brothers, Doc Lyons, Al Raymond, Doc Lewis, Charley Turner and Jimmie Lockwood. He worked with many of these boys in the past. Concerning the younger boys of the tripes who he considers his real friends, he says: "I have worked along with a large number of them and they are gentlemen. We have had some good times together and I would certainly be pleased to hear that they are all prosperous; namely, Eddie Walker, Ralph Redding, Joe Clark, Jimmie Miller, Ralph Pratt, Lester Kane, Francis Blyth, Noble Whiston, Doc Smith, George Earle, Bunny Carroll, Bert Jordan, Bob Ragen, Guy Warner, Jack Eaglefeather, Charley Clark, George Mitchell, Chesterfield Bob Brown, Johnnie Jones, Pat Flynn, those pitch twins, Mary and Madeline Ragen, Dick Owens, Joe Wall and Jimmie Riley." Adkins adds that he and the missus are planning to spend the winter in Florida and Georgia.

JOHNNIE MOORE . . . was burned to death and Billy Balley suffered severe burns to his ear in a fire which destroyed Eddie Griffith's Intire Medicine Show at the Polish Hall, Buckner, Ill., November 11. Moore and Balley were sleeping in furnished rooms over the hall when the fire started. Balley, after being treated at a local hospital, was released and returned to the show. Troup was playing a 10-day engagement there and had its entire stock stored in the hall. Loss to the show was estimated at $1,250. Griffith infos that new equipment has already been ordered and their contemplated engagement at Mulkeytown, Ill., will go on as scheduled if the new stock arrives in time.

HUSTLER'S TIP: A sure-fire Christmas item is the cigaret lighter. Every housewife, burdened with the obligation of solving the problem of her husband's Christmas gift, is a prospect. A fellow who is on his toes could also add, at an extra price, automatic cigaret containers (staple or novelty) or ash trays.

ARTHUR ENGEL . . . wigwags from Miami that he and Harry Small have just opened a coin machine store on Flagler street there with 15 machines. Reports business as good. He says that about 99 per cent of New York is already there and that he expects to see about 300,000 persons for the winter. Engel is anxious to see Pipes from Sam Berman, Charlie Sullivan and Huber Fulton.

INCLUDED AMONG . . . the pitch fraternity now in Detroit are Herbie Casper, Earl Davis, Barney Kaplin, Bill Wies, Jackie Andrews, Frank Lager, Walnut Kid, Blacky Beard, Harry Belt, Joe Miller, Snake-Oil Phillips, Lee Cole, Dutch Ranstead, Sammy Shone, Charlie Ray, Pocketbook Harris, Soapy Williams, Old Bill Ellis, Peppo Kane, Bill Lang, Stink-Foot Smitty and James E. Miller.

JOE WALD . . . who has Tisha Buddha's store on Monroe street, Detroit, is being assisted by Helena the Mentalist.

E. L. KIEHL . . . who is confined in a Wilson (N. C.) hospital as the result of an appendicitis operation, would like to hear from his friends. John and Jim Collins, drop him a line. He expects to be there for some time, as he must undergo another operation.

"HAVE BEEN IN . . . the Motor City for two weeks and find business booming with plenty of the pitch fraternity here," pencils Johnny McLane from Detroit. "The Wailing Wall is still here, but none of the boys are wailing. Instead they meet nightly in a local feedery. It's a mistake to believe pitchmen talk only about jackpots when they get together. Every now and then they discuss the personal history of every Tom, Dick and Harry and woe be to the ones who are not true blue. With Chrysler, Packard and General Motors allotting millions of dollars to their employees in the form of bonuses and pay increases, a wild orgy of spending has started here. Is it any wonder then that many of the pitchmen are sitting pretty, well dressed and happy? I have been working shops here and am not accepting any entertainment

IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

LARGER QUARTERS TO SERVE YOU
New Address,
42 W. 33d St., New York City
CRYSTALS Popular Again Big Profits
Complete line. Large Variety. Lowest Prices. New Colors. Latest designs. RINGS, NECKLACES, EARRINGS, PIERCED EARRINGS, CROSSES, etc. Fast Sellers. Send $2.00 for 2 Doz. Samples. No Catalog.
LA MODE BEAD & NOVELTY CO.

ORIENTAL CIGARETTE SMOKER.
(Patented)
Every Cigarette Smoker a customer. Sells on sight to drug stores, gift shops, beauty and barber shops. In fact, anywhere. Beautifully finished in copper or chrome, with silk covered tube and genuine catalin mouthpiece. Sample and full information, 50c. G. E. WYMER MFG. CO., 118-120 N. St. Clair St., Dayton, O. Exclusive territory av lable.

Each Hone in 50c Silver De Luxe Box.
Every $1.00 Gets you $5.00
Yes, sir, real profit. Goodrich Hone Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
1500 West Madison.
Dept. BG-11, Chicago.

Irresistible
CHILI CON CARNE
Made With
Galster Chili Compound
Valuable, secret formula of 15 seasonings in powder form. Makes and holds patrons where others fail. A quick, sure, economical, guaranteed money maker. Pound, $1, postpaid. Mexican Cook Book and Sample Free. Distributors wanted.
VERNON GALSTER, Box A, Bureau, Ill.

FOR PENCILS, PENS, Etc. A FOR LEATHER GOODS, Etc.
MONOGRAMS
New discovery for transferring initials. Can be placed easily on any surface. Will not rub off. No heat required. No machine necessary. Send 10c for three samples. State initials. Wholesale prices quoted.
Cleveland Pen & Monogram Co.
5713 Euclid Avenue. Cleveland, O.

RUN MENDERS
Med. Latch, Rubber Handle. Gross, $2.75; 500, $8.25; 1,000, $15.00. Wood Handle, Gross, $4.00; 1,000, $23.00. Chiffon Special Rubber Handle, Gross, $7.20. Wood Handle, Gross, $8.50. Directions furnished, deposit required. 5 Samples, 50c.
RUN MENDER WORKS, Dept. 4, Waukesha, Wis.

ATTENTION
MEDICINE MEN, STREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in flashy 3-Color Carton, at $15.00 A GROSS; $8.50 A ½ GROSS; $2.00 A DOZEN.
Clip this ad for future reference.
CEL-TON-SA MEDICINE CO., Cincinnati, O.

CHEWING GUM 20¢ BOX
—Plus Charges

SUNRISE
CHEWING GUM
RETAILS FOR $1.00.
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid). 50c West of Miss. GREAT FIELD FOR AGENTS. Write
AMERICAN CHEWING PRODUCTS,
4th and Mt. Pleasant. Newark, N. J.

SPICY COMIC XMAS CARDS
Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, $2.50; 500, $10.00; 1,000, $18.00. Real sellers. No junk. Envelopes with each card. 6 samples 25c.
COMIC SHOP
2463-F Kensington Ave., Philadelphia, Pa.

PEN ASSORTMENTS

New Stock. Latest Colors all year round. Send your orders to BERK'S for quality merchandise and prompt shipments. Send $2.50 for Samples.
BERK BROS. NOVELTY CO.
26 East 17th Street, New York City.

CAN GET MORE MONEY FOR XMAS

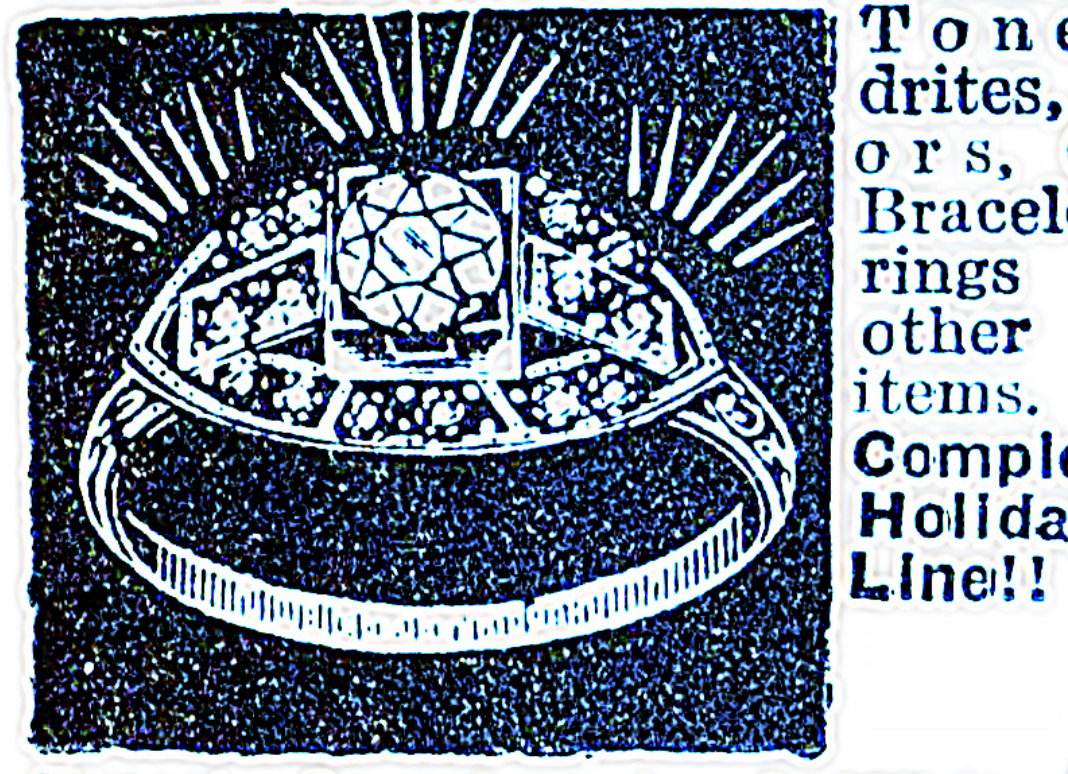
	Dozen
Box, 21 Fine Xmas Cards	$1.80
Box, 15 Beautiful Xmas Folders	1.50
Box, 12 Choice Xmas Cards	.95
Attractive Paper Wreaths, small size	.40
Handsome Paper Wreaths, large size	.75
Flashy Xmas Tinseled Signs for All Kinds of Merchants	.60

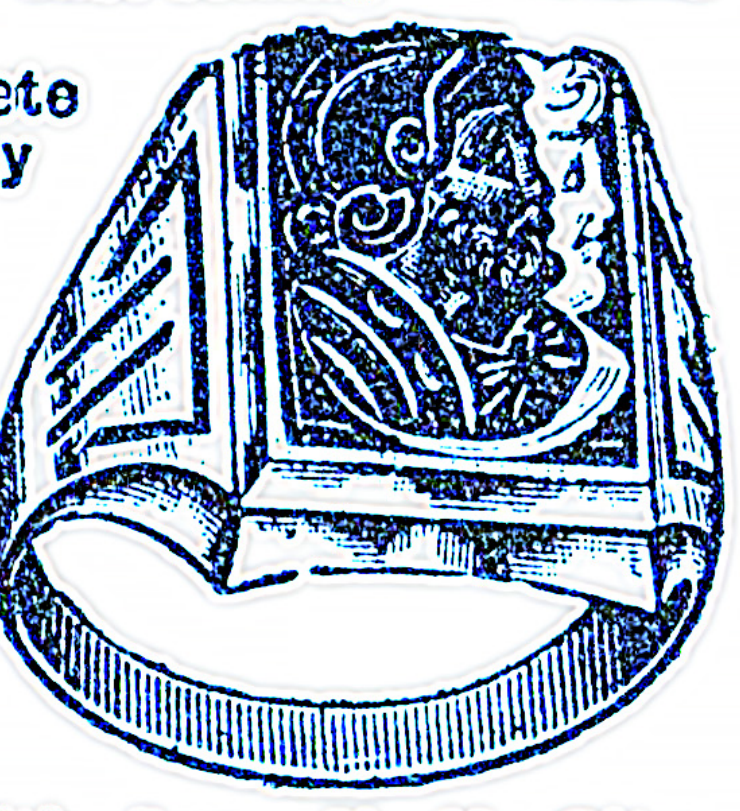
SPECIAL For Extra Xmas Profits will add two Tinseled Signs FREE for Every Dollar's Worth of Items Ordered from this "Ad."

Prices F. O. B. New York. Samples at Wholesale, Postage Extra. Deposit to be sent on all C. O. D. Orders. Ask for Lists.

CHAS. UFERT
19 East 17th St.,
New York

Our 24th Xmas Season.



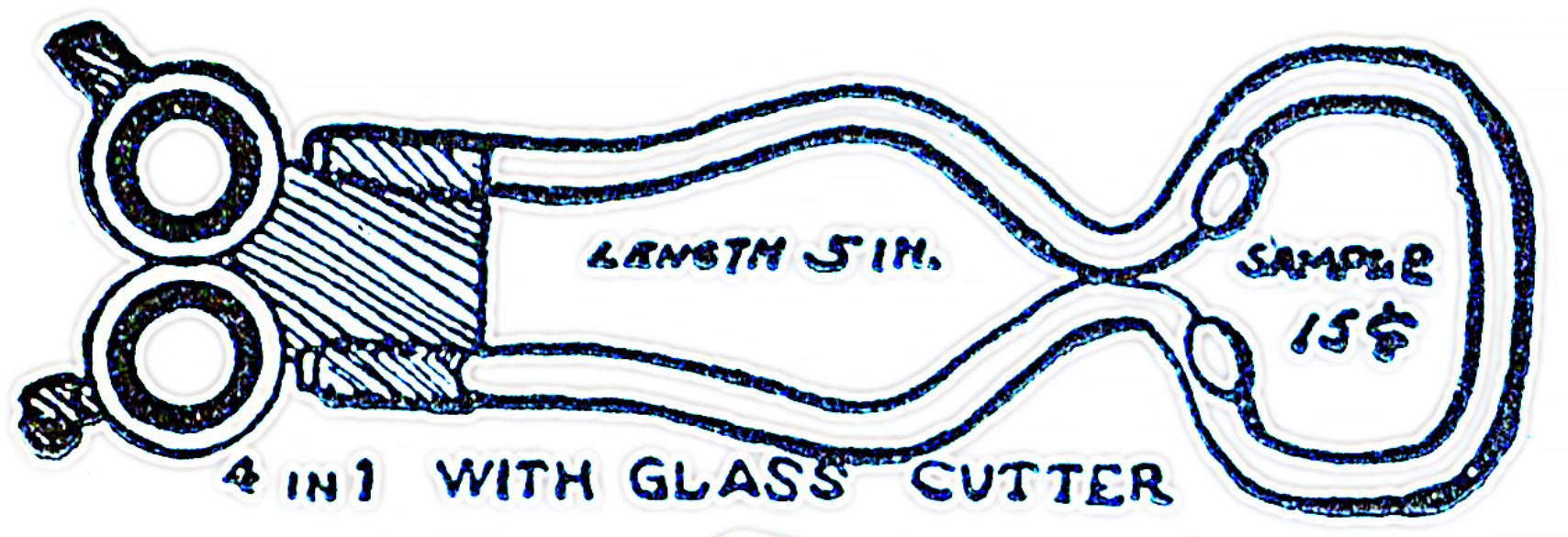


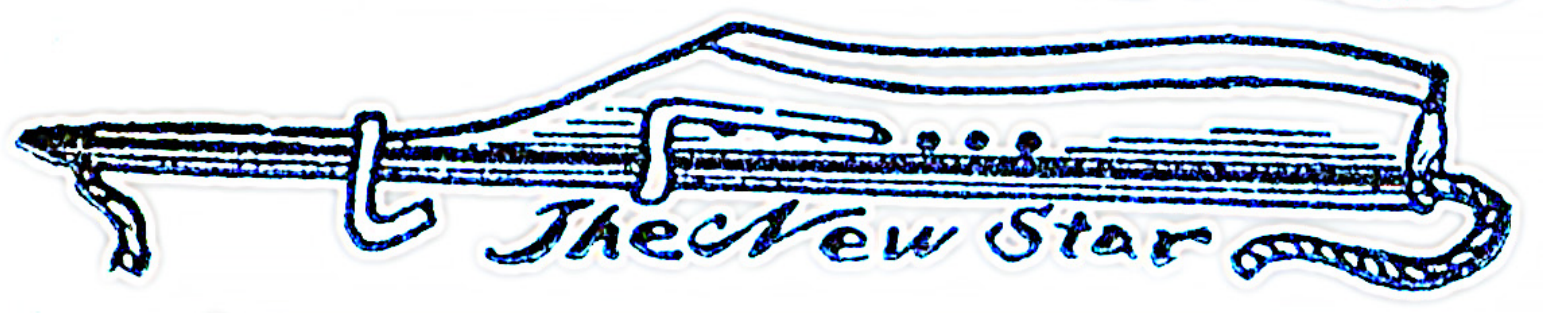
RAINBOW AND CRYSTAL JEWELRY

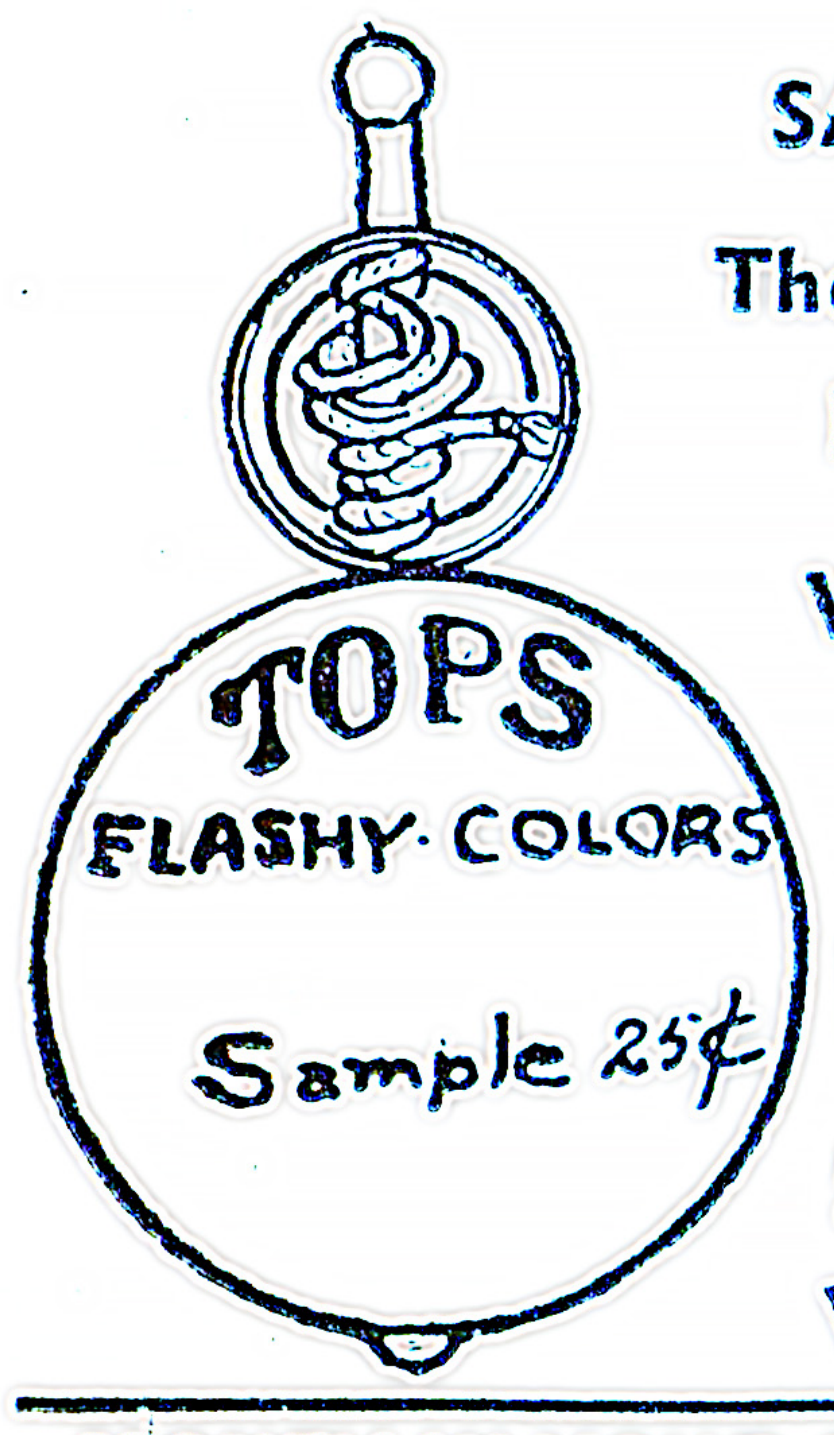
At Guaranteed LOWEST PRICES!!! Send $2.00 for complete line of very latest styles in Pendants, Rainbow, Double Tone, Alexandrites, Solid Colors, Crosses, Bracelets, Earrings and many other fast-selling items. Complete Holiday Line!!

Finest Assortment of White stone and Cameo Rings for Ladies and Men. Most Beautiful Line Ever Shown!!! Send $3.00 for 30 New Samples. Free Catalog.

OLYMPIC BEAD CO., 307 5th Ave., N. Y. City.





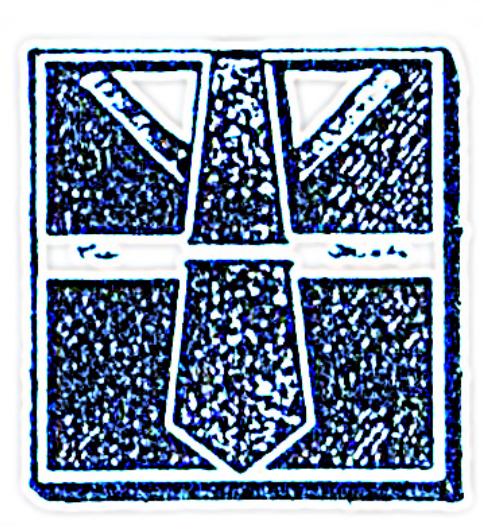


SAMPLE NEEDLE 25c

The top that went over big last Christmas.

WRITE FOR PRICES.

E. P. FITZPATRICK
501 N. VAN BUREN,
WILMINGTON, DEL.



MONEY IN YOUR POCKET EVERY DAY!

$1 STARTS YOU IN BUSINESS selling TIES

NEW FALL LINE Priced From $1.00 to $9.60 Doz.

French Shape Ties	1.00 Doz.
Silk Lined Ties	1.20 Doz.
Ties of Woven Materials.	1.60 Doz.
Custom Made Ties	2.50 Doz.
Exclusive Hand-Made Ties	3.60 Doz.
Leather Ties	3.50 Doz.

SET of 100% Pure Wool Muffler, Silk Tie and Handkerchief to Match. Also Contrasting Sets, $9.60 Doz., Postpaid.

Patented SLYDE-ON Ready Tied TIES, Silk Lined, Exquisite Fabrics. .$2.50 Doz. Complete Line of Tie and Handkerchief Sets and many other Boxed Novelties.

WE PAY POSTAGE. Send remittance with order. FREE! Send for Free Catalog and Free Sample Swatches. See for yourself why OUR MEN are BIGGEST MONEY-MAKERS! Satisfaction Guaranteed or Money Refunded.

BOULEVARD CRAVATS, 22 W. 21st Street, Dept. B-13, New York

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

GENUINE DIAMOND RING
Solid Gold Mounting

2.95

Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

BLADES LOWEST PRICES IN U. S. A.

NATIONAL BLADE CO.
37 South Avenue, - - - Rochester, N. Y.

engagements which necessitate night work. Just being content to earn my living during the day and shoot pipes during the evening with the boys at the restaurant. Now will someone please pass the fricasse?"

"SEE WHERE . . .
James Miller wants a pipe from me, so here goes," cracks James L. Osborne from Lucedale, Miss. "After finishing the Minnesota fairs, which were not so hot, I made a 1,200-mile jump into the cotton country. Due to the fact that I have made the South every winter for years, I knew what to expect. Work three times as hard for one-third the gross as in the North and take sunshine for the balance. Mississippi has a large cotton crop this year, but the bankers owned it before it was planted. Saw Dewitt Shanks with a classy little med show and looking like ready money. At least he wasn't singing the blues. Have been getting by okeh, but I have also met a number of the boys not so fortunate. Plan to stay south until the bluebirds sing next spring, as I don't like snowballs. Would like to read pipes from Jack and Irene Flowers, Al Decker, Fido Kerr, Al Wallien, Zip Hibler, Eddy St. Mathews, Shorty Treadway and all the others who have been tardy with their pipes. Where are you, Bob Posey?"

HO-HUM! If Adam hadn't eaten that apple, it's probable that none of us would have had to work.

AMONG THE CONTINGENT . . .
of pitchmen at the recent Kansas City American Royal Stock Show were Bob Wilson, coils; Tony Tracey, tieforms; Harry Weber and Irish Morrison, handwriting analysis, and Windy Lewis, with fountain pens and peeler sets.

HERBERT JOHNSON . . .
fogs thru with a pipe in answer to some of his Western friends under date of November 13: "Dave Schoen and I made the Kansas City American Royal Stock Show with blades and watches to some good business. The 4-H Club's Wichita Stock Show last Tuesday and Wednesday was a larry. Plan to work here for two more days, then into Arkansas for a few weeks before heading for the West Coast. Was with Johnnie and Hauk Vogt all summer to a hit-and-miss biz, mostly the latter. Tour carried us thru North Dakota, Iowa, Illinois, Wisconsin, Minnesota and Michigan. The chief really took them to town. He's a swell little fellow and a sweet worker. I left them at Waterloo, Ia., as I decided to starve here with the natives while they headed west. I hope this finds Jimmy Watson about ready to meet the holiday crowds. Would like to see pipes from Bill Goforth, Whitey Alm, Al Wallien, Johnnie and Hauk Vogt, Paul Reves, Frenchy Delmar, Harry Weber and Irish Morrison, Richard (Irish) Owen, Chief Meyers, Bob Wilson and Sam Coe and Bob Bellman. I read your pipe, Frenchy Thibault. Thanks. More power to you."

RICTON BOOMS . . .
from Woodland, Ga., that there are quite a few shows in that territory and all seem to be doing okeh. He infos that Bessie Graham has replaced Rose Simmons, who left the show to be married, as pianist of the organization.

WHICH IS the cheapest, you Northerners, purchasing a ticket to the Deep South or a benny and woolen socks?

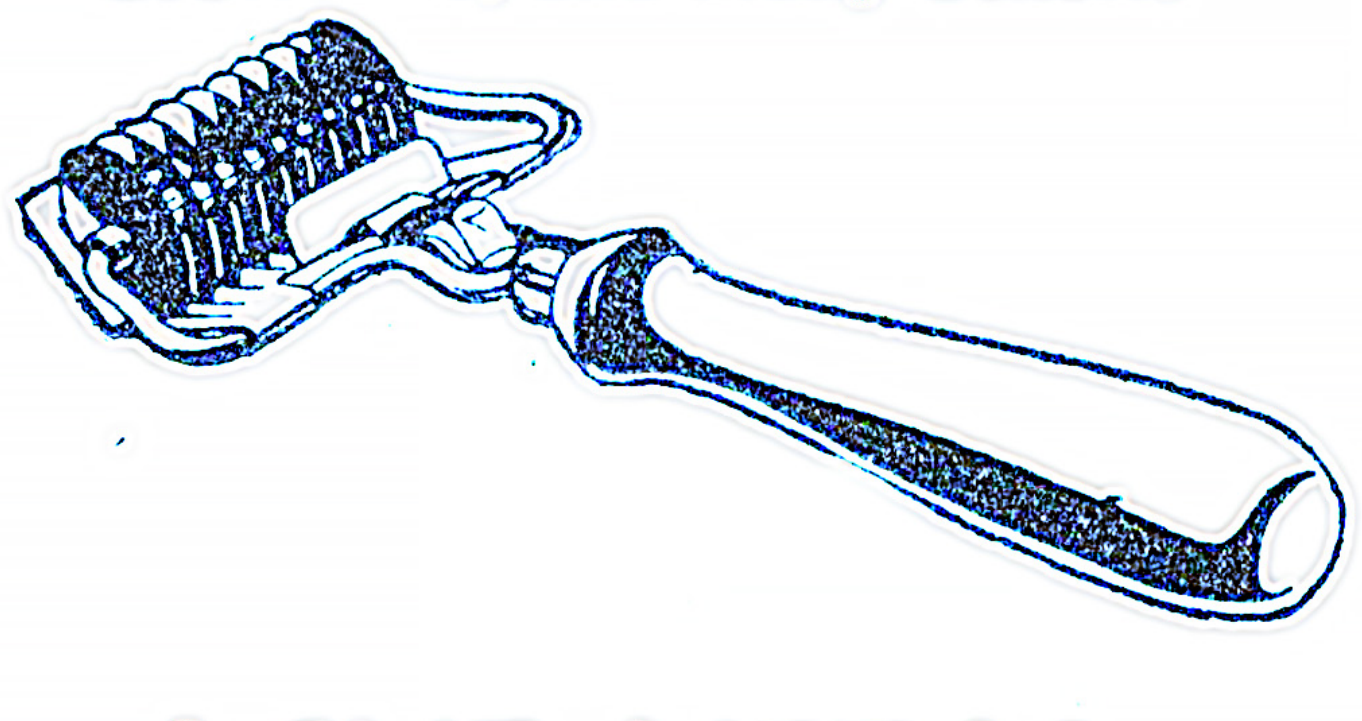
J. W. COOK . . .
scribes from Noel, Mo.: "After a good season with Frederick Amusement Company I have purchased a home here and am writing sheet. Business hasn't been so hot, tho. Always enjoy reading the pipes page and would like to see some from Dee Templeton and Lue Fairfield."

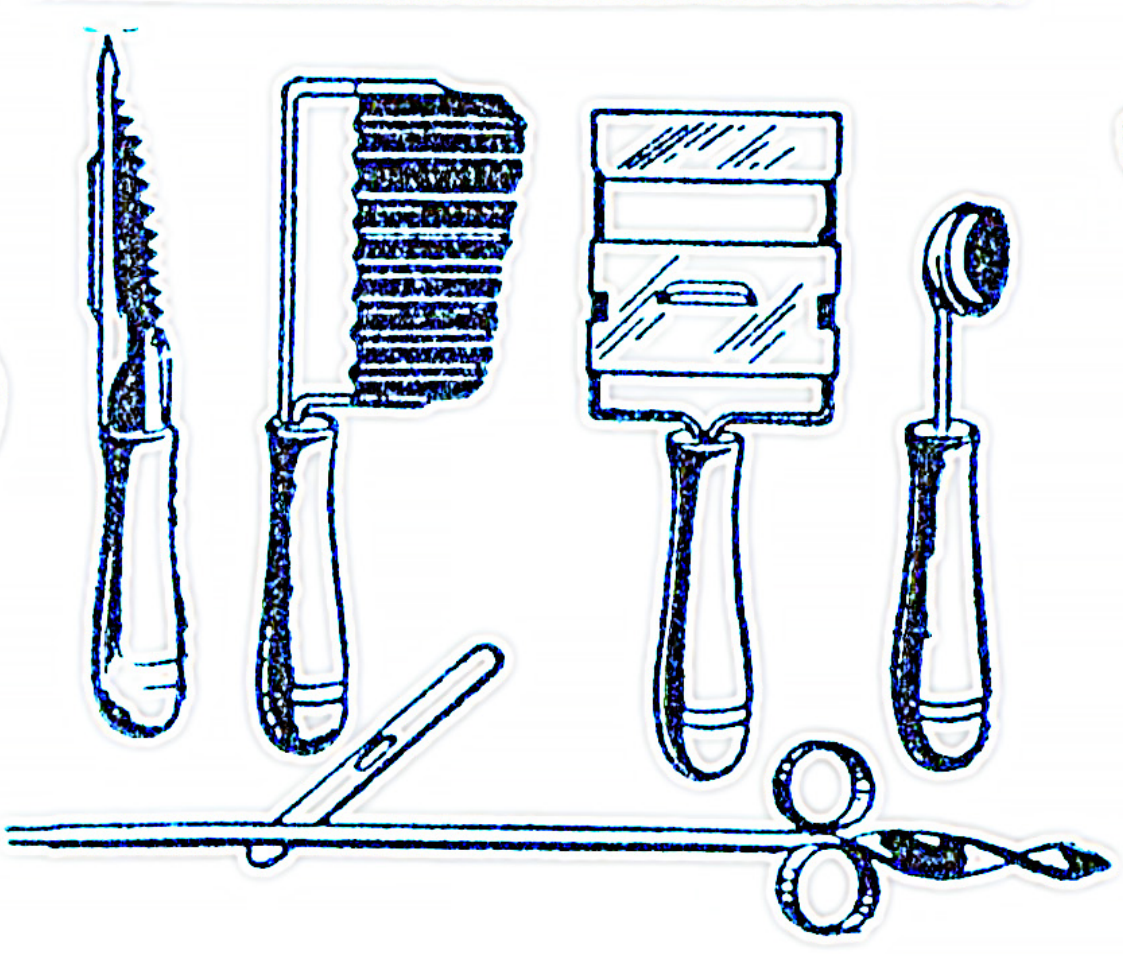
MAUDE VRENA . . .
inks from San Francisco that she will return to the road next month after a long layoff. She says she is headed for Arizona with the penny press. "Stopped off at the Frisco bridge opening and some 400 permits were sold at $10 per four-day reader," she adds.

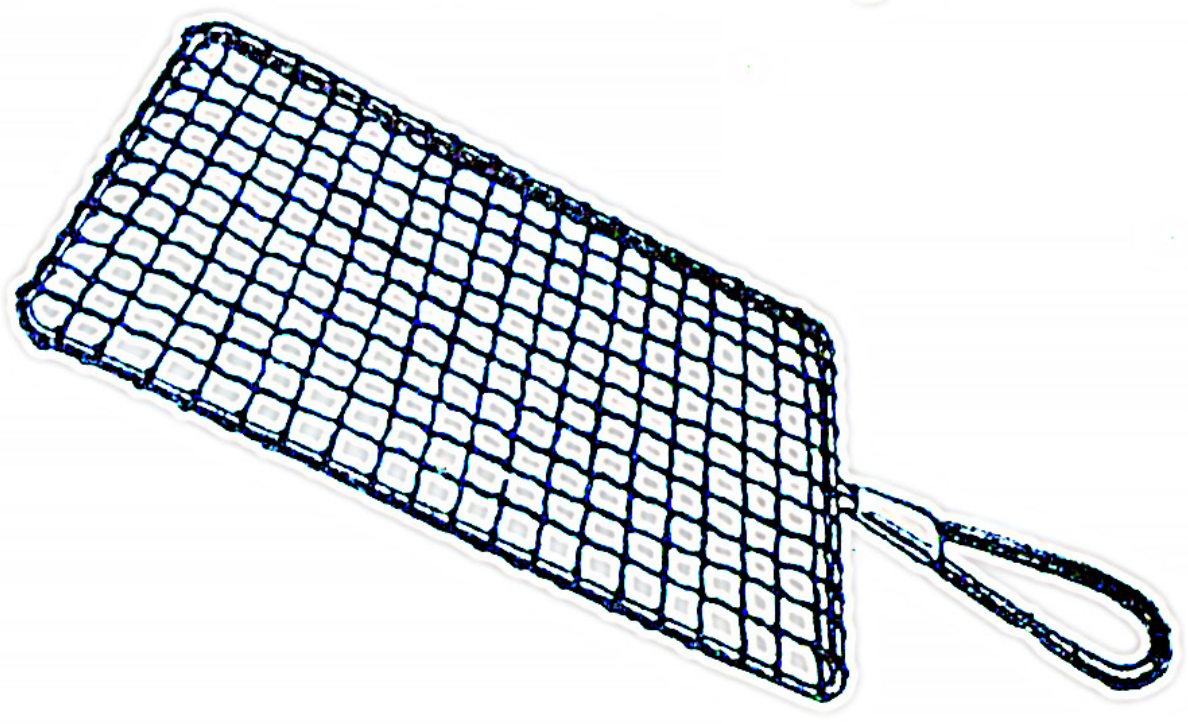
"RAN ACROSS . . .
Mike Fay, Welch, Belanger and some of the other Rosebury boys on my way thru Connecticut," shoots Jim Mathews. "Also met George Wilson in Erie, Pa., with a big crew of his subscription boys. I'm on my way west to cover a string of auto shows. Wherever I go I find that the constructive element among subscription people is bringing about more dignity to the calling and I believe the

(See PIPES on page 116)

The ACME
GARNISHING SET
tastefully served food tastes better







PEELER WORKERS CASH IN ON THE CHRISTMAS SPIRIT

GARNISHING SETS, MINCERS and GRATERS MAKE AN INEXPENSIVE and WELCOME GIFT TO ANY HOUSEWIFE

PUT UP IN ATTRACTIVE HOLIDAY BOXES

Other Items in Our Line Include: ORANGE JUICERS, SPIRAL SLICERS, ROSETTE CUTTERS, KITCHEN TONGS, CAN OPENERS, SHARPENING STONES, GAS STOVE LIGHTERS, and Many Others.

These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.

ACME METAL GOODS MFG. Co.
2-24 Orange Street
Newark, N. J.

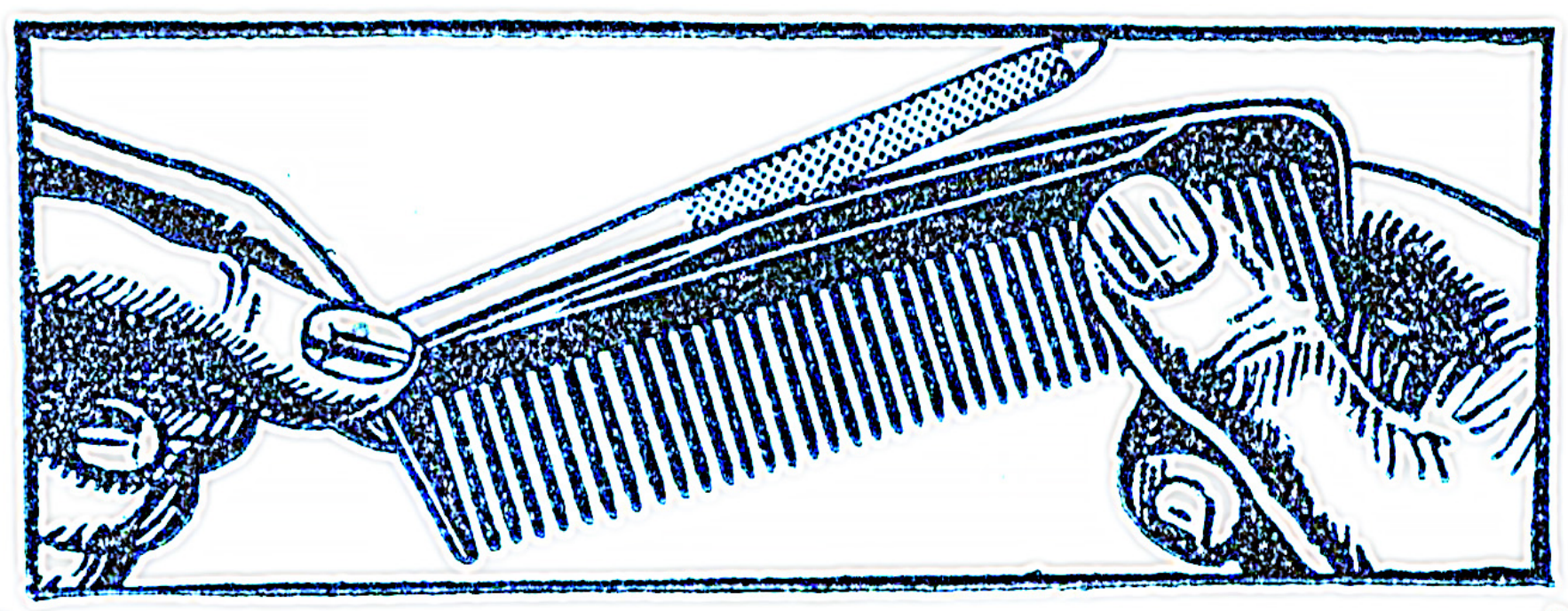
PITCHMEN, MEDICINE MEN & DEMONSTRATORS

Our proposition offers you steady work in Department and Drug Stores throughout the winter.

NEW 35c FIRST AID PRODUCT

Doctor says: "It comes as near being an entire medicine cabinet, all in one bottle, as anything I ever used." Write today for details and full information on this wonderful new selling item.

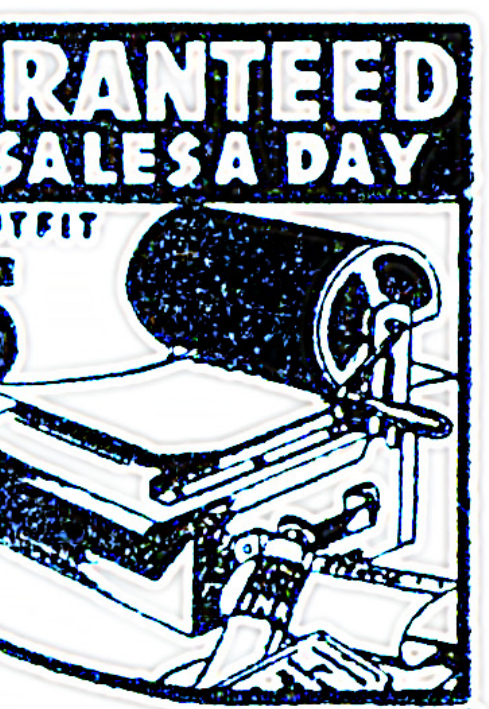
LINK COMPANY, -- -- Emporia, Kanssa



THE FYLE-KOMB ABSOLUTELY NEW

Combination Comb and File—Each Separate and Apart, yet File is carried in Comb. Sells easily. Made of best quality. Sell to retail trade. Write for particulars. Sample 25c—Send coin.

THE FYLE - KOMB CO.
GARRISON, N. D.



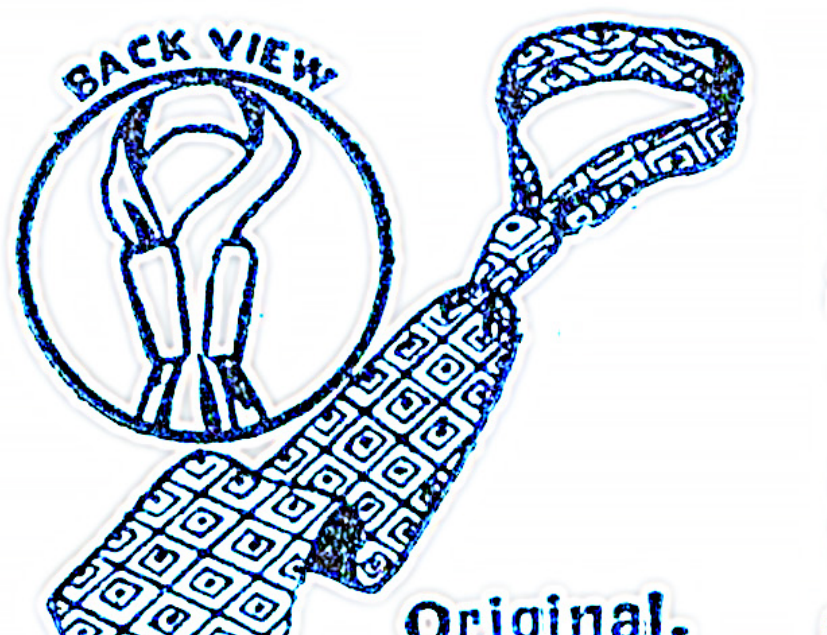
$45 WEEKLY GUARANTEED ON 3 SALES A DAY

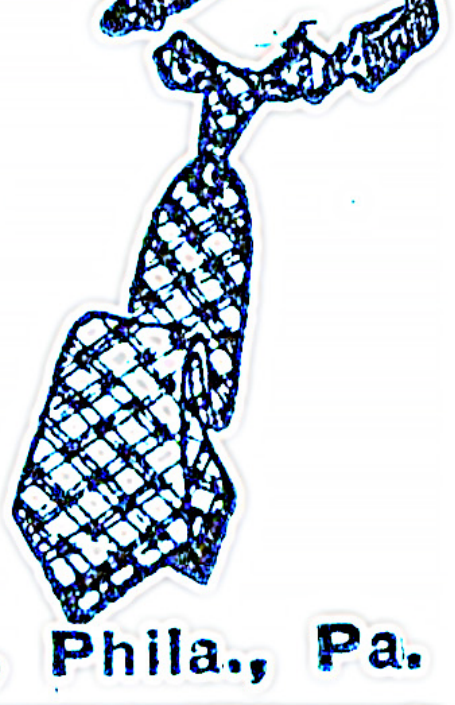
World's Lowest Priced Rotary Letter Printer

COMPLETE OUTFIT $7.95

PRINT-O-PRESS — amazing new money-making or money-saving necessity for theatrical profession, demonstrators or agents. Prints or writes up to full 8 ½ x 11" Letters, Ads, Menus, Price Lists, Programs, Hand Bills, Instructions, Manuscripts, Music Scores, at a dime a thousand—everything! Typeless—Anyone can use. Fast, reliable Rotary action. Portable—can be easily carried like traveling bag. Cleanly. Prints colors. Work equal to $200 equipment. Send for details of four-way profits FREE—also Free Samples of Work on request. Satisfaction guaranteed.

PROFESSIONAL PRODUCTS
Dept. 1161, Silverton, O.





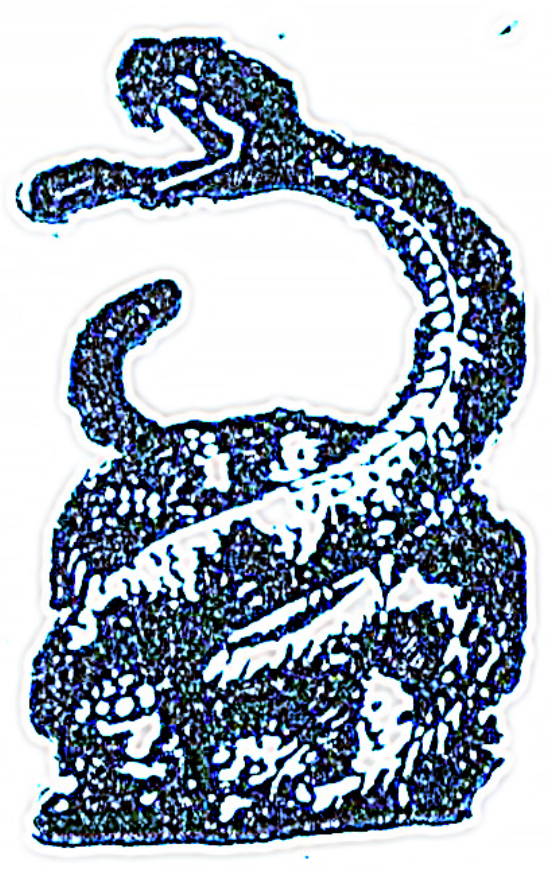
SLIP-NOT TIES

NEW FALL LINE, Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller. $2.25 per Doz. Send for Sample Doz. $2.50 Postpaid. Money refunded if not satisfied.

Original. Patented. Leader Ties

Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers. $2.25 PER DOZEN. Send for Sample Dozen, $2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties, Silk Lined. $15.00 gro. Sample doz. $1.50 postpaid.

M. LEVINE, INC., 13 N. 13th St., Phila., Pa.



MEDICINE MEN, AGENTS, STREETMEN

"ALL SET AND SATISFIED?"

If not, get our prices on Merchandise of Quality, Tonics (Liquids or Herbs), Oil, Family Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success. Ask any Medicine Man About Our Service.

The Largest Manufacturers of this Product in the World.

Cel-Ton-Sa Medicine Co.
Cel-Ton-Sa Building,
CINCINNATI, O.

PUBLIC ADDRESS EQUIPMENT

Others have tried but failed. We alone manufacture the only efficient $23.00 Window and Ballyhoo PORTABLE SOUND SYSTEM ,(Reg. $46.00.) Operates on any current. Send $5.00 deposit.

MILES REPRODUCER CO., INC. Est. 1923.
114 West 14th Street, NEW YORK CITY.

SUBSCRIPTION MEN

Magnificent Travel Sports Publication for Sportsmen and Auto Shows. Write quick; no postcards.

MR. ROSEBURY
469 Fifth Ave., New York City.

CARDMEN — HUSTLERS — JOBBERS

BREATH CHASERS BREATH PELLETS

Banishes whiskey breath instantly. Triple strength, big sellers. Taverns, Bars, Roadstands eager to buy. 20 5c Packages on Display Card. $2.40 Dozen Cards. Sample Card, 25c. Order from Ad.

FALVEY GUM CO., Milwaukee, Wis.

CHRISTMAS CARD AGENTS

Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for $1.00. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashes, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retails at 5c, to you 1 ½c each. They set on a paper easel. Sample 10c.

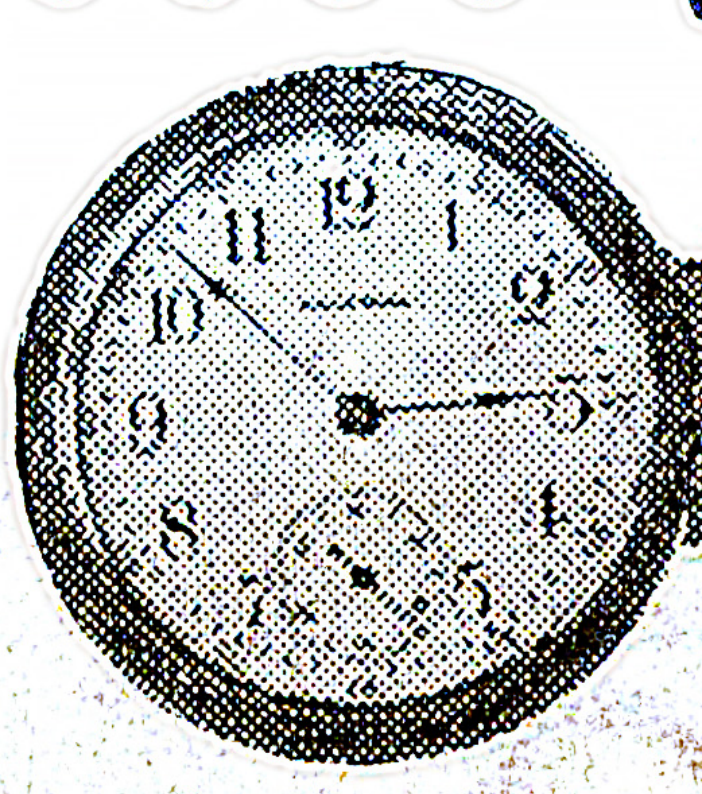
DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

MEDICINE MEN

Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish.

Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty margin for you.

BECKER CHEMICAL CO.
(Established 1890)
235 Main Street, CINCINNATI, O.



5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases. . . . . .

16 Size, Cased in 1000 or Engraved:
7 Jewel $2.75
15 Jewel 3.75
12 Size, Cased in Round, Octagon or Engraved:
7 Je[illegible] $3.25
Men[illegible] Size Waltham or Elg[illegible] Wrist Watch with C[illegible]ium Bracelet, 7 Jewel[illegible]oxed. .$4.75

Sample Watch, 50c Extra. Deposit required. Send for Free Catalog. New Plan.

THE NEW YORK JOBBERS,
74 BOWERY, ... New York, N. Y

Pitchmen Are Super Salesmen

By W. G. Barnard

W. G. BARNARD was born on a farm near Carthage, Ill., 48 years ago. Appointed station agent for C., B. & Q. Railroad at West Point, Ill., at the age of 17. Resigned at the age of 33. Held position of postmaster at West Point under Wilson administration. Practiced undertaking four years, being an Illinois licensed embalmer. Sold real estate and life insurance for two years. Entered the pitch business in 1924. Operated seven concessions, including a show, each year at A Century of Progress, Chicago, also one concession at Great Lakes Exposition, Cleveland. Large operator in trade shows and expositions.

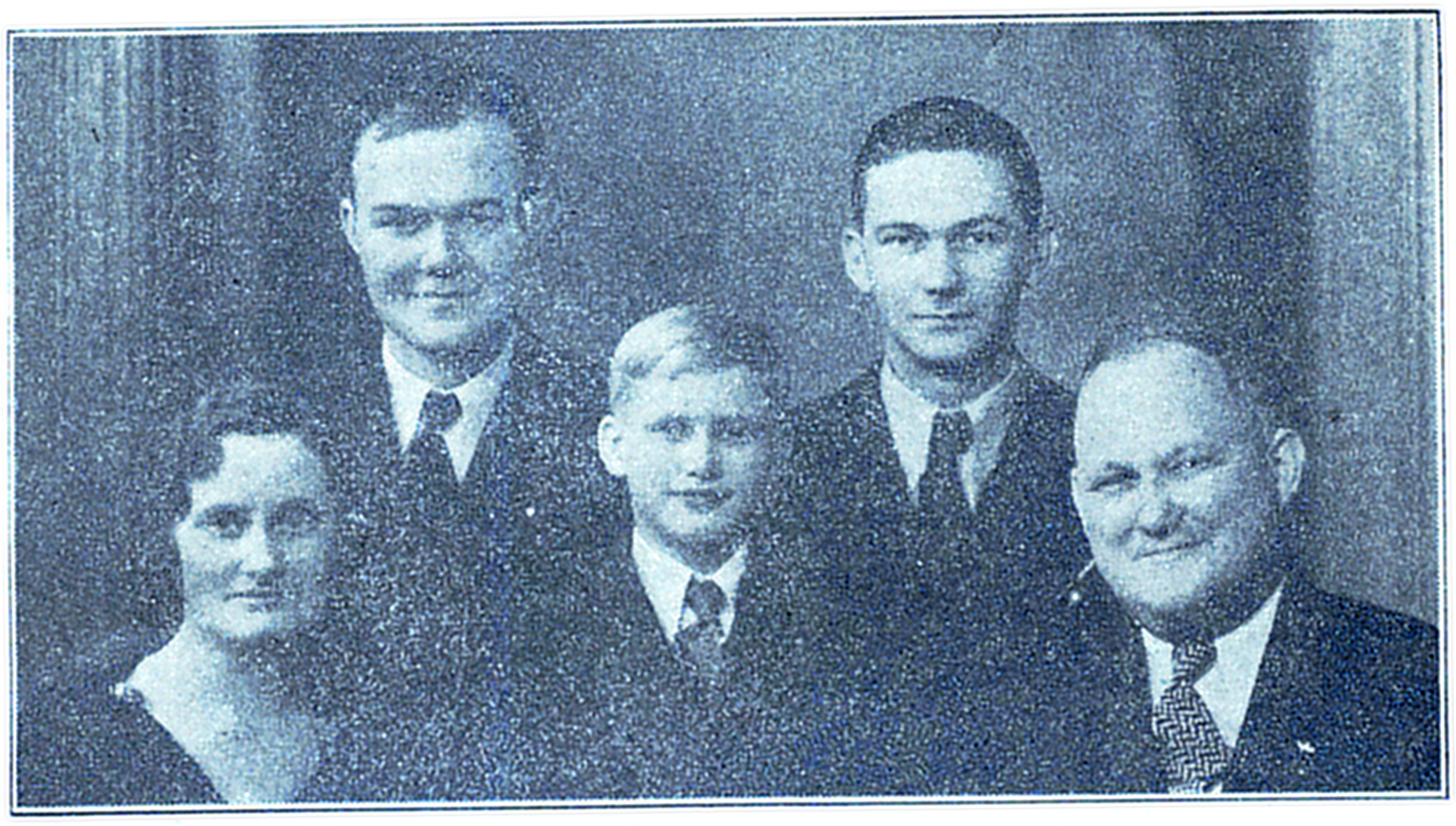
ASKED by Mr. Hartmann, editor of *The Billboard*, to write an article on demonstrations for the Christmas Number of *The Billboard*, and being permitted to choose my own title, I have selected *Pitchmen Are Super Salesman,* since I believe it is true that the majority of demonstrators or pitchmen ARE super salesmen.

May I at the outset eliminate from consideration, less we be confused, the word demonstrator, defined as "one who demonstrates," for a person can be a wonderful demonstrator and yet be a complete flop as a salesman. I have had considerable experience training and breaking in novices, fine young men, but have found in each instance the novice was perplexed after learning the sales talk or "spiel" and putting on a perfect demonstration; the crowd simply walked away at the close of the talk, not a single person buying. Almost anyone can appear before a crowd and demonstrate the virtues of a product, but to be able to make the sales appeal that will break down the resistance of prospective customers and cause them to open their pocketbooks, pull out that closely guarded reserve fund and eagerly and enthusiastically buy a product requires a salesman. Hence there is only one name that can apply and I will hereafter refer to him as a pitchman.

Ours is a peculiar line of selling. No other method is like it. My first selling experience was that of ticket agent on the C., B. & Q. Railroad, where the passenger, decided on what he wanted, said: "Give me a ticket to Halifax," etc. I, in this case, merely filled the order in a courteous manner, following the same line of selling as the grocery clerk, drug clerk, etc. This was order-filling experience. My next experience was that of casket selling as an undertaker, stepping up the customer from a $100 casket to one costing $500. In this case, too, the decision is made and sympathy and love for the deceased are working on the salesman's side. My next experience was life insurance, where I located my prospect, arranged for an appointment, presented my case and maneuvered to get the fountain pen in his hand and his signature on the dotted line. That is individual selling and requires real tact and skill. Now let's consider the auctioneer. Holding up a chair or what not, he describes the ware and tries to get four or five people in his crowd sufficiently interested in the need for the article to make a bid. This is collective selling, but still it does not take in the mob class that requires a super salesman.

Super Salesmanship

That is where the pitchman, the super salesman, comes in. Take for instance an average family. After weeks in indecision as to whether they can afford to go to the county or State fair, they finally sell a dozen chickens and start off—Pa, Ma and three kids—for the exposition. The resolution has been made that "we will go but we won't spend much money." Enough money to pay for the tickets is in Pa's pocket, loose, each kid is given a quarter and the other $8 is carefully rolled and tied and tucked away in the purse in a secluded spot to keep "them thar" pickpockets from getting it. Thru the gates they go, everybody happy, into the agricultural building and, lo and behold, a fellow stands there dressed like a chef, completely surrounded with beets, carrots, turnips, potatoes, oranges, apples, grape fruit, cantaloupe, all bedecked with parsley, and he is peeling potatoes. Pa says: "Gosh, Ma, look how thin that potato peel is." Then the salesman grabs a head of cabbage and peels off the finest, long, lean shreds of coleslaw that would make a safety razor ashamed of itself. Next he cuts up the vegetables in many fancy forms and grabs a mincing machine with 10 wheels and makes chowchow, piccalilli and pepper hash faster than 1,000 of your grandmothers could have done with a butcher knife. Then that fellow actually offers to sell to "the first 12 people that pass up only 50 cents $2.50 worth of those wonderful kitchen tools, and away goes the resolution of the thrifty family, out comes the purse containing that chicken money and it is unwrapped in a hurry. Others are buying. Ma says, "Hurry up, Pa. We want one them things. Hurry, hurry." "There goes No. 6," says the salesman. "Who'll be No. 7?" "Hurry, Pa." "There goes No. 11. Who'll be No. 12?" Up goes the 50 cents and Pa gets under the wire for the last one, No. 12. "Oh, what a hair raiser! What a narrow escape!"



THE W. G. BARNARD FAMILY. Mr. and Mrs. Barnard; Bob, age 12; William, Carthage College (Ill.), '34, now in business with his father; Louie, a junior in Ohio State University.

On down the line is a lady selling hair clips that will make a $10 permanent wave over night. Oh, how she can talk and how pretty her hair is! Pa says: "Go ahead, Ma, you've always wanted a permanent, and when Mary Jane gets a little older she can use them, too," and out goes another 50 cents.

Just outside the door a fellow files a butcher knife so dull that he draws it across his throat, then his tongue. Then he draws the same knife between two discs of steel and slices paper in thin shreds to prove its amazing sharpness. He next takes the disc on the other end and cuts a disc of glass to fit the headlight of the old bus, and away goes another quarter.

The old Model T was hard to start that morning and sputtered all the way to the fairgrounds because of pumping oil. Pa now sees what a wonderful invention the salesman has, the spark jumping thru a sweet potato, an onion and a carrot. Guarantees it will make any bus, any make, any age, run like a Pierce-Arrow, and out goes another $1. Why not? It will save at least $25 in repair bills for new pistons, rings, valves, etc., because that salesman said so.

And then the SUPER SUPER SALESMAN of all, sometimes an Indian, a half-breed and many times a white man painted and dressed as an Indian, or he may have long hair, short hair, dressed in a doctor's smock, who describes "that terrible affliction from which 85 per cent of all diseases come—constipation." The danger signal of death simply faces the novice. "Bad breath," "backache," "nervousness," "rheumatism," "heart palpitation." Pa says, "Ma, that's just what ails me," and out goes $1 for a full three months' treatment.

On the way down the midway a lady sits under a large parasol with an astrology chart. She connects with the celestial realms and calls each member of the family by first name and answers every burning personal question, and for only a quarter she gives each of them an outline of astrology setup—lucky days, lucky numbers, when and whom they'll marry, etc.

They then step on the guess-your-weight scale and beat the guesser, carrying off for 15 cents each a nice box of candy. "Gosh, how they beat that fellow at his own game!"

And after 10 hours of this, with their fingers adorned with Mexican diamond rings, their garments smelling of that wonderful "angel breath" perfume which Ma purchased to use when she goes to church, their stomachs full of hot dogs, red lemonade and pop corn, they arrive home and sit up half the night admiring their purchases to the tune of the squawker balloon, the horn and crack of the whip, purchased at the novelty stand by the youngsters.

Thus the average family goes to the county fair. Conservative minded and with a resolution of "not to spend" and comes home flat, chicken money all gone. Why? The answer: Super salesmen.

Every Person a Prospect

The pitchman believes every person that stops in his "tip" to be a prospect; if he isn't, his job is to give a sales talk that will make of him a prospect. He carries him up to the mountain top with enthusiasm, breaks down every barrier of sales resistance, and at the opportune time has them all fighting to be among the favored ones. Oh, what a master of the art of selling!

How many times have I worked an exposition and had sales executives of large corporations amazed at the volume of sales being made, and they would bring their sales force down to my stand to study the presentation, the building up, the overcoming of objections and finally the "pushover." I have had instructors in salesmanship in business colleges and universities study the presentation and compliment me on the psychology of selling. Every good pitchman has had the same experience.

Competition is keen in the pitch game, good locations are hard to find and there are not enough to pass around to all. The one who is fortunate enough to gain and hold his locations year after year can make good, but until one can establish himself in that position, thus insuring a continuous program, he will have a very hard up-hill pull.

There are few vocations that offer larger pay for the hours worked than the pitch business. If a man could work eight hours each day six days a week as in other vocations few professions would pay larger returns. I don't believe the average pitchman has more than two hours' work per day for the entire year, and still many have made a good success.

Same Rules as Any Business

Success in the pitch game is measured by the same rules as those governing any other business. A program, industry, honesty, close application, sober habits and thrift.

The two things that trip more pitchmen than any other are indolence and insobriety. No man can make money without work, hence he must map a program and work. No man can make money in any business and save it without sober habits.

No man selling tickets for a railroad can blow a whisky breath into the face of the passenger thru the ticket window and hold his job. No man can get a prospect to sign for a $10,000 life insurance policy when his breath smells like a distillery, and no man can be himself, physically or mentally, before a crowd with his face flushed, his mind fluttering, his voice faltering from overindulgence in liquor. It should be used only when there is no program if used at all.

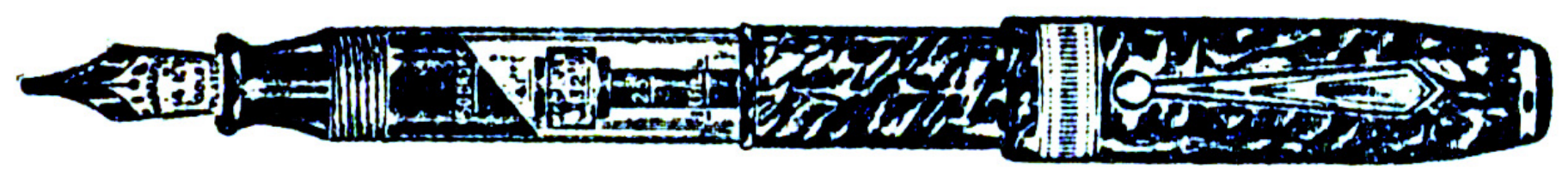
I recently worked a very successful show with peelers, and some others, fine people, worked the same show. A whisky bottle and highballs were the daily program and two whisky bottles at night. Result: Going to bed with a headache, getting up with one, and these people were paying $15 per day rent, a possible "nut" of $20 per day counting hotel bills, transportation, besides the cost of the booze, and it was a bloomer for them.

I have also seen the gambler pitchman leave his keister on the big day of the fair and go to the race track and gamble on the horses, losing the afternoon's earnings from his stand and also losing in the long run on the horses.

My experience has proved that a man can make a real success in the pitch game. I know people who have made plenty of money and saved it, own their own homes, drive good cars, send their children thru college and university and enjoy every luxury in life because of the practice of simple business ethics. But sad it is that we know hundreds of them, yes, super salesmen, fine-hearted fellows who have made vast fortunes and squandered them because the simple rules of business were not applied and practiced.

When I pay $150 for an eight-day exposition I know I have to get on that stand on time, stay there continuously, work, scheme and maneuver to bring my sales up. If I sell three sets of knives on one pitch I try to bring it up to six sets the next pitch, etc. I examine myself—possibly I am grouchy, possibly not smiling; if I am not selling it is usually my fault, and thousands of times I have shaken off what appeared to be a jinx and turned into success what easily could have been a failure.

Someone once said the only difference



MAKES ITS OWN INK!

Fill With Water and Write.

NEW TYPE — ONE-STROKE PLUNGER WITH INK GAUGE.

Comes with 2 Months' Supply of Concentrated Ink.

SAMPLE ASSORTMENT 50c

JACKWIN PEN COMPANY,
50 West 28th Street, New York City.

MEN'S SOX

Rayon Silk Plated Sox, second and third quality, 12 pairs assorted patterns to bundle, big flash! 30 dozen pairs to case, price **$16.50 per Case**, F. O. B., 10 dozen pairs sent to you prepaid for **$6.00.**

SHOE! LACE! SPECIAL!

For Salesmen who call on SHOEMAKERS, SHINING PARLORS, GROCERIES, SHOE STORES and DRY GOODS STORES. 12 Boxes of Shoe Laces, each box contains an assortment of 100 Pair of Laces in Sizes 18" to 72", Assorted Colors to the Box. **Special Price $7.80.** Cost You **65c** You sell it for $2.00. Brings merchant $5.00. Terms: Cash with Order, F. O. B. New Albany, Ind. One Sample Box will be sent to you prepaid for **$1.00.**

LADIES CHARDONIZE SILK HOSE!

240, 260 and 300 needle second and third quality, dull finish, 12 pairs assorted shades to box, packed 30 dozen pairs to case. Price **$25.50 per Case, F. O. B.** 10 dozen pair sent to you prepaid for **$9.00.** Terms: 25% deposit, balance C. O. D.

FALLS CITY MERCANTILE CO.
Box 305, NEW ALBANY, IND.

SHOE LACES

AND

Shoe Findings

Now located in our new and enlarged quarters where we are able to serve our customers more efficiently.

We manufacture Shoe Laces and Shoe Findings only and can therefore give you lowest prices, perfect merchandise and prompt delivery.

CAPITOL SHOE LACE AND FINDINGS CO.
317 Bowery, NEW YORK, N. Y.

ONE MINUTE CAMERA MEN

Best Cameras for Indoor and Outdoor Work. Improved Black Back Cards and Latest Designed Folders, Mounts and Buttons assure your success.

STRIP PHOTOS—4-for-10. A fast money maker with our New Novelty Frames, Folders, Mirrors, Buttons and Glass Frames. Cost from 1½c to 3c—Sells at sight easily from 15c to 25c each. All orders shipped promptly.

BENSON CAMERA CO.
166 Bowery, New York, N. Y.

IRIS and CRYSTAL PENDANTS

Rainbow and Solid Colors. Large Drops, Latest Designs, Pearls, Carved Jewelry, Bracelets, Rings, Earrings, Clips and Pins.

Send $1.00 for complete SAMPLE LINE.

SEABOARD BEAD CO., INC.
97 Orchard St., NEW YORK, N. Y.

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

between a stumbling block and a stepping stone is the way we use it. What sometimes seems insurmountable we can climb over and use as stepping stones to success. Salesmen more often trip on molehills than mountains.

I remember a few years ago at the county fair, Hartford, Mich., I had just finished a $200 day on knives. On going out the door I passed a stand of jewelry owned by a friend. I said to him: "How was it?" He said: "Terrible, just terrible. These poor saps haven't any money to buy anything," and here I was walking out with $200 in my pocket taken from people who in his words and mental analysis "had no money." His analysis was "they haven't any money," and he was defeated before he opened up. My analysis was "they have money," and I went after it and got it.

To me every person in my crowd has money or he wouldn't be at the exposition. I know that he will not voluntarily give it to me, so my job is to maneuver to get it. The toughest thing for most of us to understand is that things are up to us. That is one of the big requirement of independence.

Business Not "Racket"

Let us quit calling out business a "racket" and classifying ourselves as "fakirs." The pitchman can be a business man. If he thinks he is a racketeer, let him start out with a gun and be a Capone or a Dillinger. No, we are not in a racket, we are in a business, and we are giving value received for the money. A racketeer or a fakir can never succeed; a business man can win.

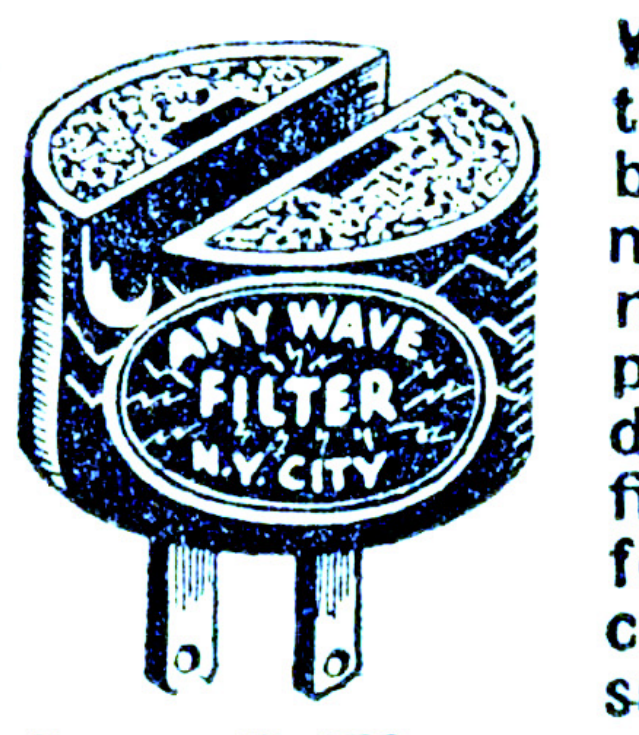
The real racketeer is found among other professions—the lawyer who collects a $10,000 fee for administering a widow's estate; the surgeon who charges $500 for cutting out a healthy appendix; the real estate broker who lists property at the lowest price, sells it at twice the price and pockets the profits; the clothier who sells a 50 per cent cotton suit for all wool; the grocer who puts the big strawberries on top and the rotten ones on the bottom; the dentist who puts a nickel's worth of lead in your tooth and charges you $20; the doctor who gives you five pink physic pills and charges $5, when the pitchman gives enough physic to last three months and charges 50 cents.

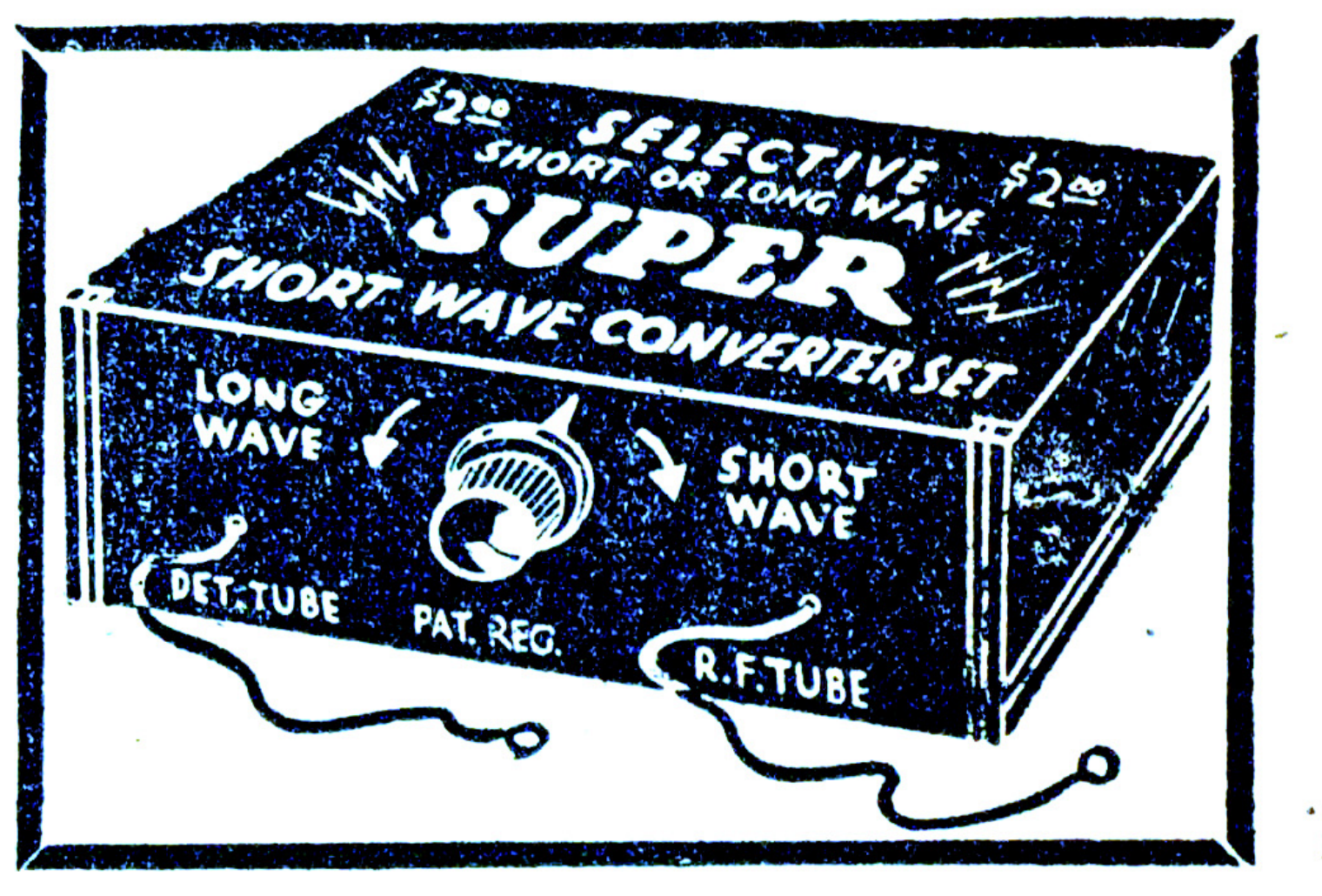
No, we are honorable, hard-working American business men and women, not racketeers, and the sooner we get that slant on our business the sooner we will succeed.

I maintain, and have seen it proved in every instance, that the man or woman in the pitch business who applies the same principles and ethics that bring success in other lines will succeed in the pitch business. It is one open door today for the person who wants to get along and build for the future with only small capital invested.

It is one place to which a man or woman can turn without finding a "No Help Wanted" sign and affords an opportunity to write for ourselves a pay check the size of which hinges upon our ability and the effort we put into our work.

CLYDE ON TIE





DEMONSTRATORS MAKE BIG MONEY

with this MARVELOUS RADIO INVENTION

New Selective - Short or Long Wave

"ANY WAVE FILTER"

Improved Radio Reception

Your demonstration proves it and brings in the money. Contains a new 600-volt Super Air-Gap Condenser. Bakelite finished and perfect mechanical construction. A substantial Scientific Product.

$5.95 PER 100
Lots of 300 Only

$6.50
Lots of 100

Sample 50c

Plugs and Converter can be used on same set. Watch for our NEW DEMONSTRATING PLUG.

SUPER SHORT WAVE CONVERTER SET

Converts any radio not equipped for Short Waves into Short and Long Wave Set. Product of 3 years intensive research and experimentation and is guaranteed. No complaints. Turn knob and the ordinary radio will bring in short or long waves as wanted. Super Short Wave Converter Set is attached in a jiffy. Anyone can do it. Attach marked wires to aerial and ground and set is ready for short and long wave reception. Size 5"x 3"x2" Going over big. Made to sell for $2.00. Be first in your territory to demonstrate it.

35c each
Lots of 100 or more

50c each
Lots of 25 to 50

SAMPLE $1.00
(Positively.)

DEMONSTRATORS

Write for Information How to Demonstrate

ORDER TODAY and MAKE A KILLING FOR XMAS
One-third Deposit—Bal. C. O. D.

SUPER ENGINEERING CO.
600 West 125th St.
(Cor. Bway) N. Y. C.

SAV-A-RUN

THE MOST AMAZING DISCOVERY OF THE AGE!

Prevents Runs, Breaks, Snags, Rips in Silk Hosiery and Lingerie. Doubles their life. Saves millions of dollars for women. SAV-A-RUN makes garments Rain Proof and Spot Proof.

ABSOLUTELY GUARANTEED!

One package treats 12 pair of hosiery—Retails for only **25c.**

FREE SAMPLE—Rush name and address for ONE FREE full-sized package and other sensational money-making opportunities paying up to 250% PROFIT.

HOME NECESSITIES CO.
124 West 58th St. (Dept. B-1), N. Y. C.

Trindl ELECTRIC ARC WELDER

Works Off Any Storage Battery or Ordinary Light Socket.

This new electric arc welder is made possible by the invention of a low voltage carbon. Auto batteries may be used without removing from car. Uses about same current as four headlight bulbs. Broken parts are simply melted together by the white hot electric arc, in just a few seconds. Produces about 7000 degrees heat.

Hottest Flame Known

Melts iron and steel instantly. Welds fenders, radiators, holes in bodies, milk cans, tanks, brazes broken castings. Works on anything iron, steel, brass, copper, tin or galvanized metal. Permanent repairs made for almost nothing. Used by factories in many operations. Positive money back guarantee by a responsible firm.

AGENTS

Men with cars to sell mechanics, repairmen, farmers, radio and battery shops, factories. Five minute demonstration makes sales. Up to 150% profit. Write today.

TRINDL PRODUCTS
2229-AL Calumet Ave., Chicago, Ill.

Engravers

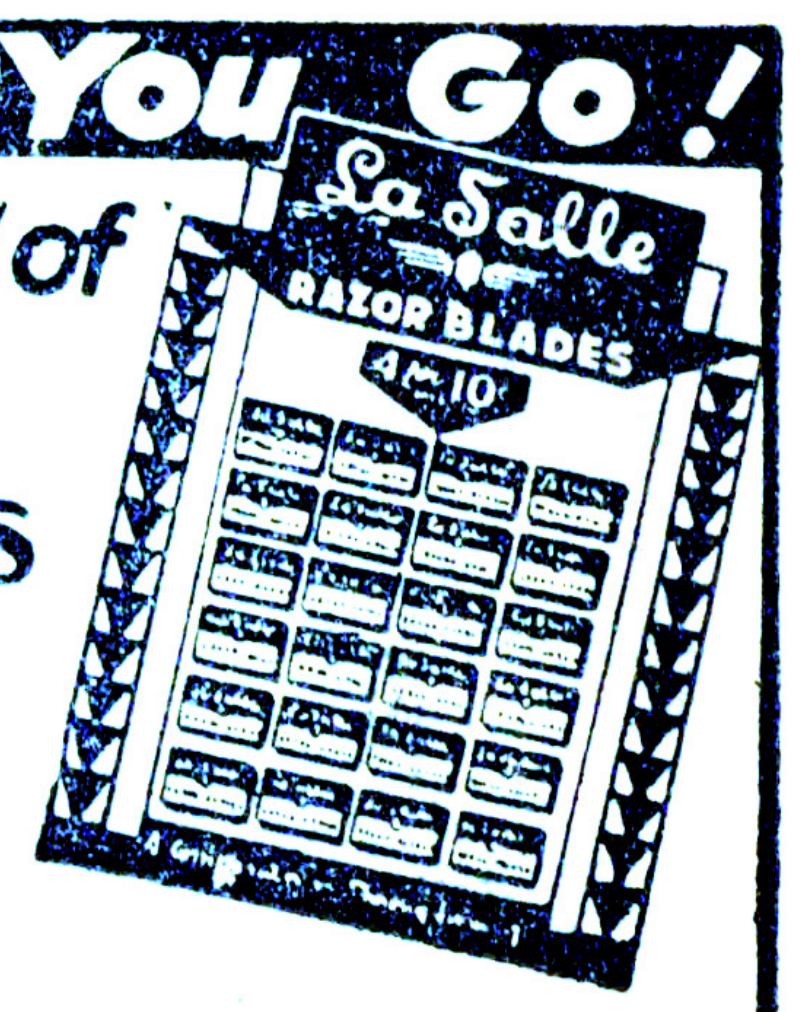
Save money by buying from us.

Send for catalog.

American Jewelry Mfg. Co.

Established 1920

Plainville, Mass.



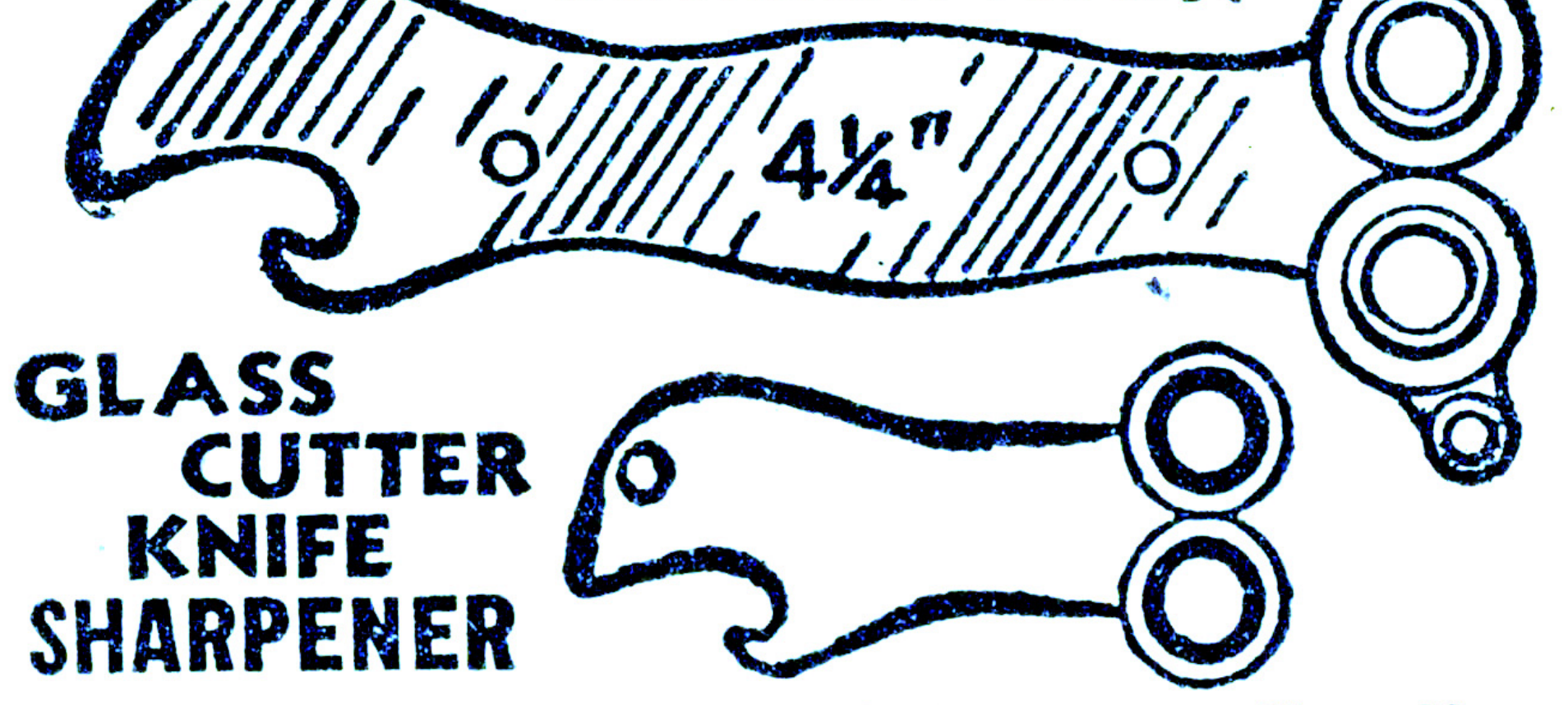
Everywhere You Go!

Leave a Counter Card of

La Salle Razor Blades

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

LA SALLE BLADE CO.
1916 Vermont Ave., TOLEDO, OHIO.



Merry Christmas, Happy and Prosperous New Year to All. Thanks for your business and co-oper-

A MERRY CHRISTMAS TO OUR AGENT FRIENDS

Our 500 Agents in all sections of the country are singing praises of our Christmas and all-year--round specialty, with such features as our President's Picture, Maps of all Nations, Rulers of All Nations [illegible] Christmas Greeting

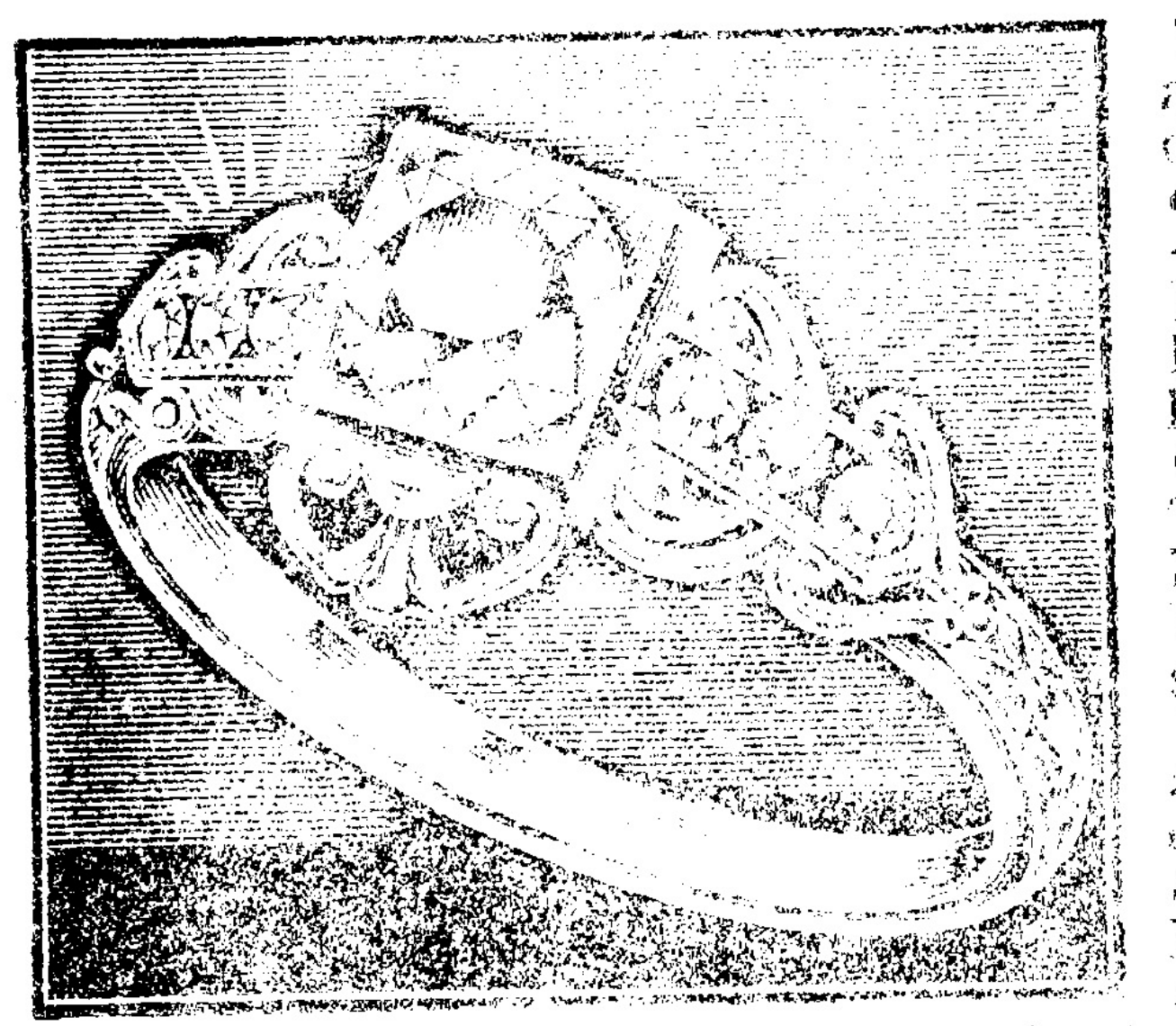
HERE'S A MIRACLE!
A One Time Offer. A Thank YOU Special of 20 Years of VALUE Giving.

Quantity.	Description.	Amount.
	Money's Worth Blades, 5 to Box, Cello. 1000 Blades	$2.40
	United D. E. Blades, 5 to Box. Cello. 1000 Blades	3.50
	Singer Blades, 1936 Manufacture. To reduce big stock so we can put out our New Precision 1937 World's Finest Blades. 1000	4.50
	Unit'd & P'lm & Olive Br'sh Shav. Crm, 35c Size. Gro.	3.60
	Dental Creams, 35c Tubes, Assorted Brands. Gross	4.00
	Soap, Fr'nch Milled. Castile, Health, Palm & Olive, Tar, etc. Gro. Cakes	1.35
	Aspirin, 12 5-Gr. Tablets to a Tin. Gro. Tins	1.30
	Carded Aspirin, Soda Mts., P'l'ts, etc. 100-C'd Lts. Cd	.06
	Chocolate Laxatives, 8 Tabs in Tin. Gross Tins	2.40
	Needles. 10 to a Package. 1000 Packages	1.75
	Self-Threading Needles. 10 to a Paper. 1000 Papers	11.00
	Pencils, Cedar, Ins. Eraser. Guar. First Quality. Gr.	.55
	Playing Cards. Bridge Size. Extra Spec. Doz. Decks	1.85

The Above Offer Subject to Prior Sale to the First Orders Equaling Not More Than $10,000. One Order Only from Each Customer. Future Prices as per our 196-Page Catalog Sent Only Upon Receipt of Order. 50% Deposit With All C. O. D. Orders or Full Payment on this One-Time Offer.

OUR ONLY MAILING ADDRESS
★ MILLS SALES CO. ★
901 Broadway New York, N. Y.

Announcing OUR COMPLETE HOLIDAY LINE



Yellow and Rhodium line of Rings—include Mens & Ladies' LaRhoda Gems. Three NEW Birthstone Numbers and Cameo Rings. Sample Line available—[illegible] Rings $2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Holiday Items.

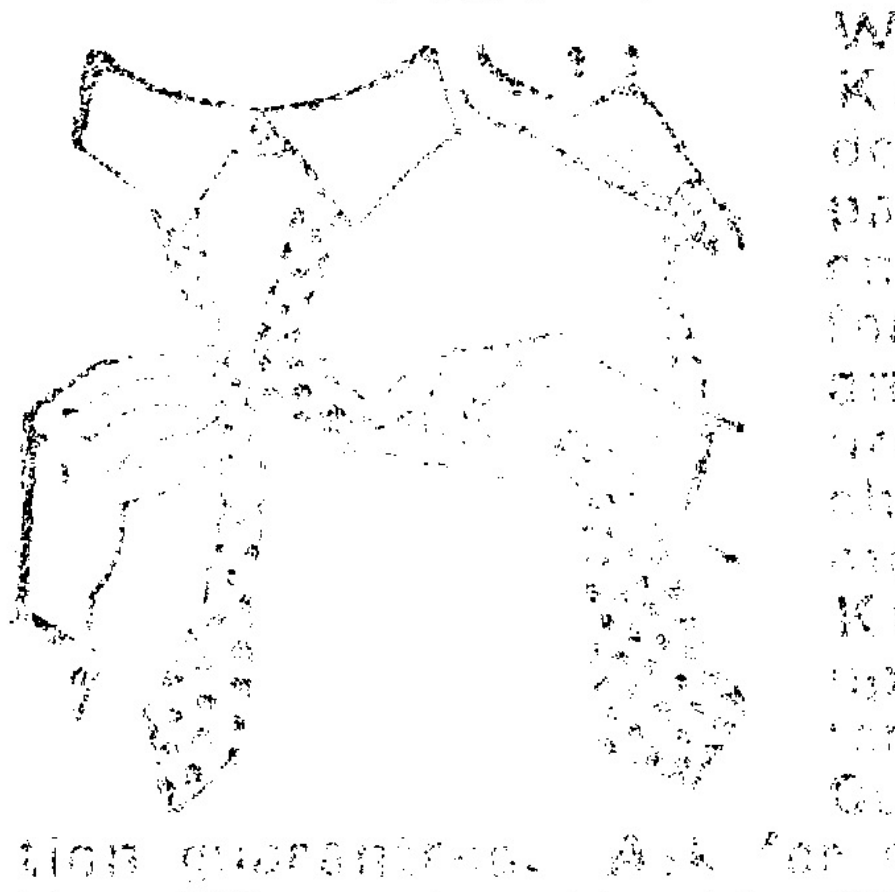
HARRY PAKULA & CO.,
5 North Wabash Ave., Chicago.

EARN $9.00 DAILY
FROM NOW UNTIL XMAS.
"HEADLINER" TIES, $2.00 DOZ.
OUR BIGGEST MONEY MAKER
An [illegible] Tailor made of the finest quality [illegible] Both [illegible] silk lined. Guaranteed [illegible] $1.00 sellers.

SILK LINED SENSATION
$1.50 Dozen $16.50 Gross
A [illegible] 50c sellers. You [illegible] sell 2 [illegible] of silk [illegible] [illegible] Rush your order now.
25% Deposit, Bal. C. O. D. Money Refunded.

ANDREW HERBERT
1312 Washington Ave., BRONX, N. Y., Dept. F2

SILK HANKIES FREE



With each order of Magic Knot Ties at $2.50 per dozen. Beautifully tailored patterns and colors, open ends, silk lined. Block uniform ties in crepe, barathea and poplins. Plain and figured satins. Polka dots, checks, striped moires and [illegible]. Also Magic Knots at $1.65 per dozen up. Order colors and patterns you prefer. Terms: Cash with order. Satisfaction guaranteed. Ask for sample swatches. Sample ties, 25c each—Hankie FREE.

MAGIC KNOT TIE CO.,
Originators — Inventors — Manufacturers of Patented Neckwear.
1462 W. 9th St., Cleveland, O.

SLIP-OVER SWEATERS
Our "WINDSOR" Sweaters are Marvelously Soft and Fluffy. Made of Camel [illegible] and exact duplicates of the [illegible] sweaters on the market. Latest Seasonal Colors—Oxford, Blue, Camel, Beige, Maroon and Green. Sizes, 38 to 46.
$6.50 DOZ. PREPAID SAMPLE, $1.09.
25% Deposit With Orders, Balance C. O. D.
NEW VICTORIA TRADING CO.,
1241 Broadway, New York City

PIPES

(*Continued from page 113*)

days of forced methods are waning. It pays to give the public clean service. Leavengood, Donovan and several other of the pitch contingent are also in Pennsylvania. Ran across some of their orders."

LADS WORKING the static eliminator should find the indoor events lucrative spot for that device.

TOMMY HOY . . .
who scored heavily at South Bend, Ind., recently is now in Detroit. Reports from the Motor City have it that he has just taken delivery on a trailer and is well bank-rolled.

GUMMY JACK CURRENT . . .
blasts from Opelousas, La.: "Have been working Mississippi and Arkansas and found business the best in five years. Now in the sugar cane of Louisiana. Don't find time to pitch here, as the merchants keep me busy selling wholesale to them. My man Johnson just made a deposit on a new Ford which will be delivered to him soon. Am making a few spots in Texas, then homeward bound for Los Angeles. Saw by your pipe, Edgar F. Clark, that you have been to the West Coast. Why didn't you wait until I got there? Looked in all these cane patches for you, Bob Posey. What is the matter with you and the sugar cane? Well, boys, pipe in."

AUTO SHOWS are now running full blast and some big scores are expected by the boys on the paper.

E. H. DRESDEN . . .
cards from Durban, South Africa, that he is now holding forth there.

TOM (HAYNES) McCLUSKY . . .
is on the West Coast at present, as is Tom Barnett.

ACCORDING TO . . .
communications from Detroit, all lots are open there, with prices ranging from $2 to $4 and no splitting time.

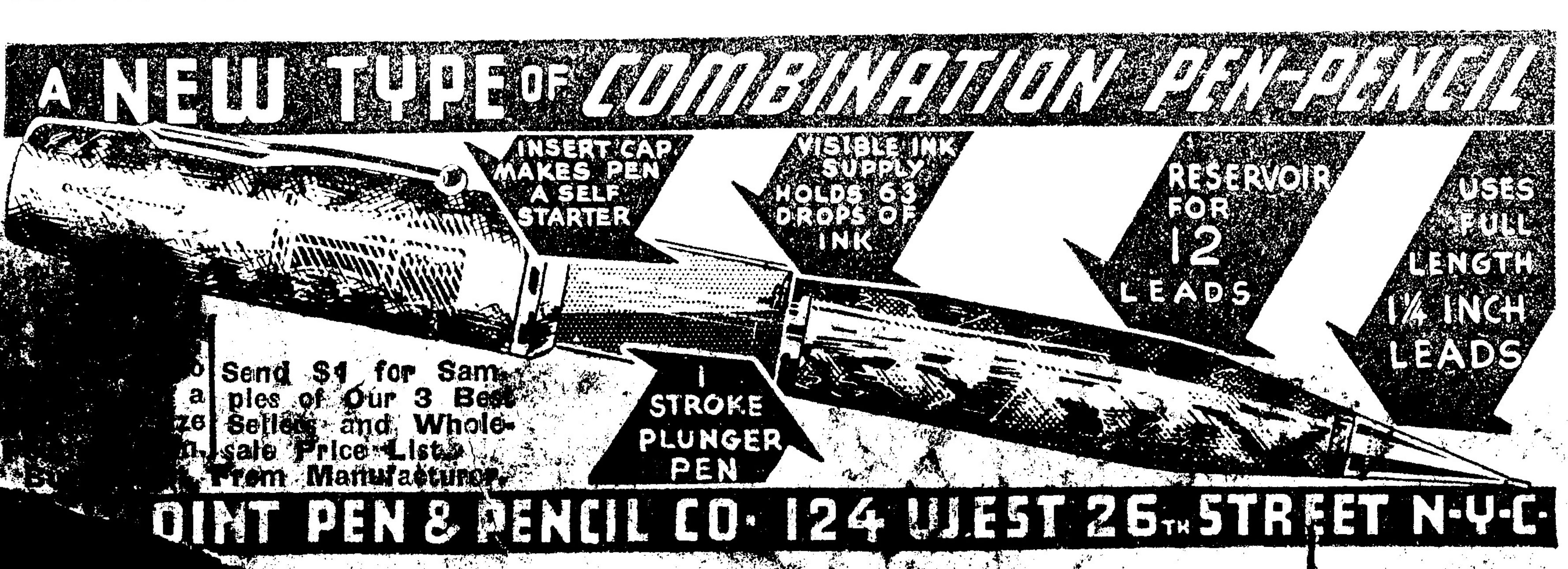
HOWCUM we don't hear from more of the lads in the East? Shake a leg, you fellows.

EDWARD F. TURNER . . .
cards from Philadelphia that he has been working white mice in that territory and, altho he isn't making a fortune, he can't kick. Turner says he noticed in a recent issue that Tom (Haynes) McClusky and his mouse, Little Henry, were clicking in Frisco and adds that he and Tom worked together for several weeks at the recent Great Lakes Exposition in Cleveland. He is anxious to read another pipe from Tom, he says.

C. O. SWANSON . . .
pens from Charlotte, N. C., that after a successful season of fairs in Wisconsin and Minnesota he and Ben Morehouse worked the food show there to a total blank and advises pitch lads to stay away. He infos that the fraternity was represented by jewelry, waffle irons and sharpeners and the total combined gross was less than $10. Swanson adds that he, together with Morehouse and the missus, has been contracted to work a chain store in Columbia, S. C., next week.

BRISK BUSINESS should be done at the ice-skating, skiing and other winter sports events for the lads with the pin-on-tails. This item should be a sellout at those spots.

COLUMBIA PICTURES . . .
has released *Come Closer, Folks*, a full-length feature dealing with the hardships and heartaches in the life of an ambitious young pitchman. A "JCL" to you. James Dunn is starred and is assisted by Marian Marsh, Wynne Gibson, Herman Bing and George McKay. D. Ross Lederman directed the production.



A NEW TYPE OF COMBINATION PEN-PENCIL
INSERT CAP MAKES PEN A SELF STARTER
VISIBLE INK SUPPLY HOLDS 63 DROPS OF INK
RESERVOIR FOR 12 LEADS
USES FULL LENGTH 1¼ INCH LEADS
1 STROKE PLUNGER PEN

Send $1 for Samples of Our 3 Best Sellers and Wholesale Price Lists From Manufacturer.
OINT PEN & PENCIL CO· 124 WEST 26TH STREET N·Y·C·

Pitchdom Five Years Ago

OLD BUCKSKIN, of Indian oil fame, left the road and opened a pitch store in Bridgeport, Conn. . . . H. Tenny, of Seifer's Motorized Show, sustained a broken arm while cranking a car near Williams, Ariz. . . . Jack Roberts returned to New York to pitch pens and reported business as just "so-so." . . . S. J. Tucker was looking hard luck in the eye and laughing at Daytona Beach, Fla. Among the flowers and basking in the sunshine, he opined that if a person had to stand for bad biz he might as well find a spot where he could enjoy it. . . . Earle Wilson was scoring heavily in Birmingham. . . . Ogden, Utah, was the best town in the West for Frank Troofer. . . . E. D. Kerkoven, the missus and Kirk Jr., a recent addition to the family, were rambling thru the Ozarks. . . . Earl V. Johnston was surviving the depression and making Missouri territory. . . . Bert Ericson took over the management of a pitch store in New York and was working to large passouts. . . . Business continued good for the lads in Boston. . . . Fish and mosquitoes were giving J. W. McKeown a few bites while he vacationed at Port St. Joe, Fla. . . . W. E. (Balloon Jim) Yeager found the going plenty tough in Columbus, O. Immediately upon arrival there he was sloughed by John Law. . . . Jay Garfield was Jack Gross' nomination for a niche in Pitchdom's Hall of Fame. . . . Al Dennis, veteran pitch grinder and concessioner, stopped off in Cincinnati and visited at the pipes desk while enroute to Houston. . . . Rodeo at Omaha was just fair for Leland Johnson. . . . Old General Depression drove Jay Stanley from the road. He shelved his keister and invested the bank roll in a restaurant in Denver. . . . R. (Packy) Jenkins, sheetman prospecting for kale in Central Texas, allowed that he hadn't seen depression in that territory. . . . Many friends of Jeff Davis, "King of Hoboes" and former president of a Cincinnati pitchmen's organization, were interested in his weekly broadcasts over WCKY. . . . Business continued good for Dr. Kries in Dorance Corners, Pa., but he was counting the days until he could return home for a much-needed rest. . . . Street workers were doing okeh in Waterbury, Conn. . . . That's all.

COWBOY WALLACE . . .
of med-show fame, while in Cincinnati last week was a visitor to the pipes desk. He reports business on the season as fair but advises the lads to stay away from the Northern neck of Virginia, as they have an exorbitant reader there. Wallace infos that he recently picked up what he claims to be the "smallest piece of bull in the world" in the form a bull 35 inches high, 37 inches long, 65 pounds in weight and which cost him $4.80 per pound. He also stated that besides himself roster of his show included Harold Jones, Uncle Abe and Aunt Vild and Earl Woltz. He says he plans to spend the winter in Savannah, Ga.

WHEN ONE of those "know-it-all" guys comes along telling you how to run your show find out what he knows by asking him to change a $10 bill.

"SAW WHERE SOME . . .
of the boys were asking for a pipe from me, so here goes," pencils Rusty Swan from West Frankfort, Ill. "The missus and I have been working polish here and expect to stay all winter. This year has been one of my best. Just took delivery on a new Plymouth. Doc Franklin Stiet recently entered a hospital in Kansas City, Mo. I'd like to see a pipe from Chief Gray Fox and the rest of the boys."

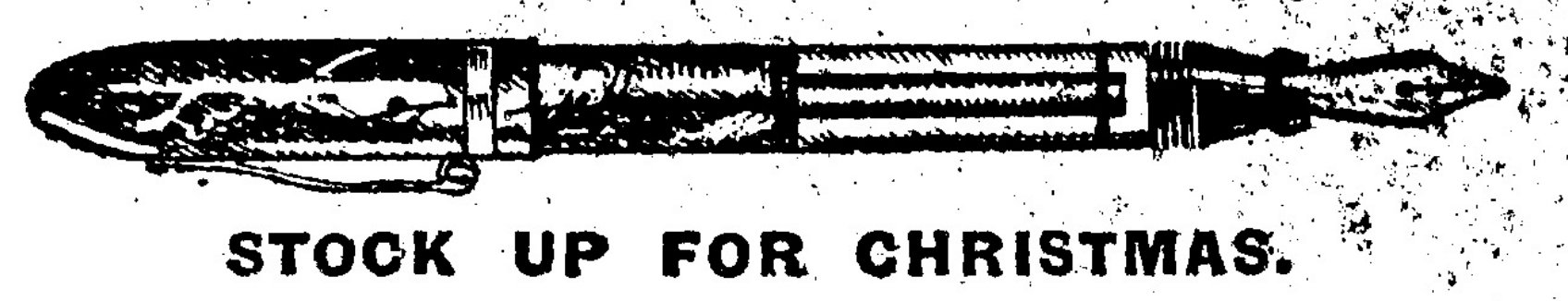
SOME PITCHMEN, like some merchants, are so busy minding the other fellow's business that they neglect their own and eventually wind up behind the eight ball.

GEORGE J. MICHAELS . . .
of the Novelty Sales Company, Indianapolis, has just returned from a buying trip to New York.

ROSS ELIJAH . . .
Ray Bowers, Harry Wherry, Cy Ullman, Granger Thornberry and Tommy Johns are reported to be making the auto shows with the paper and collecting plenty of paper money.

INCLUDED AMONG THE . .
pitch contingent in St. Louis are Harry (Calculator) Williams and sons, Oliver

PLUNGER FILLER VAC



STOCK UP FOR CHRISTMAS.
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 396 B'dway, New York, N. Y.

CENTURY JUICE EXTRACTOR
Make 500% to 700% PROFIT!

CENTURY JUICE EXTRACTOR
HOT ITEM FOR FAIRS
Here's a Juicer that's a real money getter. Can be used equally as well on all fruits. Also acts as Corer for Apples, Tomatoes or Green Peppers.
A WELL-MADE LEGITIMATE TOOL, highly plated. Packed in attractive individual lithographed box.
$8.00 per Gr.; $7.20 per Gr., Five Gr. Lots. F. O. B. Chicago. Sample Doz., 90c
25% with Order, Balance C. O. D.
NU-DELL MFG. CO., INC.,
501 W. Huron St., Chicago, Ill.

NEW STYLE SINGLE EDGE BLADES
ON ATTRACTIVE DISPLAY CARD
20 Packs Cellophaned, 4 for 10c—Per Card, 65c.
- Snappy XMAS CARDS With Envelopes—100 for $1.00. Sample Ass't. 25c Prepaid.
- XMAS CARDS. Boxed. Steel-Die Engraved. 10 Cards & Envelopes.
  - Doz., Boxed $1.30
  - Sample Box 18c
- 21-XMAS CARDS and Envelopes.
  - Doz. Boxes. $2.10
  - Sample Box 35c
- Beautifully Trimmed WREATHS. Doz. ... 45c
- SIDELINE GOODS Gross 75c
Include Postage on All Orders Except Samples.
- BLADES — Double Edge. 20/5's. Per Card. 40c
19-BOX CHOCOLATE Deal & Salesboard
Costs You - $5.25
Brings - $25.00
Handsome Cellophaned Boxes. High Quality Hand-Rolled. 25% Deposit, Bal. C. O. D.
FREE CATALOG.
- Full Line House-to-House Agents. Wagon Salesmen.
CHAMPION SPECIALTY CO.
814-N Central Street, Kansas City, Mo.

WE WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR

Cost 3c
Sell 25c
3 Samples, 25c, Postpaid in U. S. A.
100, $3.50;
500, $15.00;
1,000, $25.00.
Postpaid in U. S. A.
SILVERITE SIGN CO.
417 SO. DEARBORN ST., CHICAGO.

SPECIAL
Neckwear Sensation!
Here's a Real Value. Most Beautiful, New Assortment.
STOCK—UP—NOW
SATISFACTION GUARANTEED
$1.08 dozen. $12.00 gross Real 50c Retailer.
25% Deposit, Balance C. O. D.
CROWN MDSE. 13 E. 21st St., NEW YORK

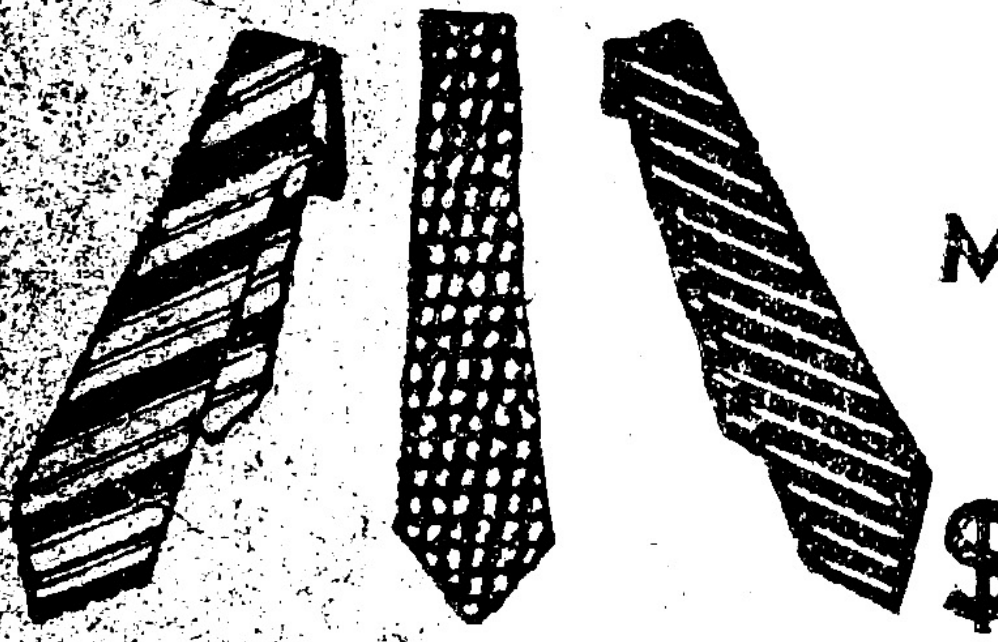
MUFFLERS
Men's Silk Knit, Tuck Stitch; Also Wool Plaids.
Big Holiday Item
$3.00 per dozen
25% Deposit, Bal. C. O. D.
GRAMERCY TEXTILE COMPANY
40 W. 27th Street, New York.

LAUGH RIOT—Only 25c. Get this while it's new! Poo-Poo Pillow is taking America by storms of laughter. Agents cleaning up on quick, easy sales. Turns any party into a laughing riot. Big pay sideline or full time. Try it on your friends. Send 25c for sample. Free Catalog of Specialties. B. NALPAK LATEX CO., 4514 N. Kedzie, Chicago.

MAKE BIG MONEY FAST
Sell XMAS SIGNS
GREAT HOLIDAY SEASON DEMAND
BEAUTY-GLO SIGNS ARE TOPS!
New Oriental, Sparkling! Flashy attention getters, rapid sellers at 25c. Big demand. Thousands of merchandisers buy them. "Beauty-Glo" 14x11" Xmas Signs outsell all others. Send $1.00 for 13 starters, bring you $3.25 in an hour. 24 for $1.60. Send Order Today! Big Variety of Outstanding Designs. AD-DISPLAY PRESS, Biltmore,
547 First Street, Louisville, Ky.

Now Ready
CHICAGO MILLS
NEW 1937 CATALOG
Finely Illustrated and Filled with Hundreds of New Fast Sellers and at Prices to Meet All Competition.
NOTIONS—NOVELTIES — NEEDLES— STATIONERY — BLADES — SOAPS — PERFUMES — COSMETICS — DRUGS — HOUSEHOLD ITEMS — SALESBOARDS — SALESCARDS — XMAS GOODS, ETC.
STOREKEEPERS—AGENTS
Write Us Today and Get Your Copy of This Catalog for Your Holiday Needs.
We Offer to Meet Any Price Situation.
BOSTON, MASS., DISTRIBUTOR
[illegible] Washington St. Boston, Mass.
MILLS SALES CO.
2[illegible] S. WELLS ST. CHICAGO, ILL.

1937
CATALOG
NOW READY
FREE ON REQUEST
3,000 VALUES
The Likes of Which You've Never Seen — 136 Pages — replete with BARGAINS and NEW IDEAS IN MERCHANDISING.
Cosmetics, Razor Blades, Gifts, Premiums, Notions, Perfumes, Carded Goods, Cutlery, etc.
Write at Once for FREE COPY
UNIVERSAL MERCHANDISE COMPANY
37 Union Square, New York, N. Y.
512 Canal, New Orleans, La.
676 Mission St., San Francisco, Cal.
30 South Wells St. Chicago, Ill.



SILK NECKWEAR
EXTRA SPECIAL
The best 25c seller in America today. Made of Silk
MOGADOR
Large assortment of 1936 colorings.
$13.50 Gr.
$1.50 Doz. (Plus Parcel Post Charges)
25% Deposit With Order, Bal. C. O. D.
J. LEINKRAM
915 Broadway, New York City.
Making Ties Since 1907.

A WINNER! NOVELTY WINE SET
Consists of Bottle and six Glasses covered with imitation tree bark rustically realistic. A Red-Hot Premium. Also for Bazaars, Fairs, Concessions, Corn Games, Punchboard Operators, Drug and Department Stores. Sample $1.75, postpaid. Doz. $15. Write for special prices on larger orders.
DUCK MFG. CO., Freeport, Ill.

FOR SALE—20 floor Arcade Machines; 10 iron stand Mutoscopes, $15.00 each; Mills large Shocker, $40.00; large Astrology, $35.00; Striking Clock, $35.00; Punching Bag, $40.00; Erie [illegible] $15.00; 12-Slot Horoscope, $40.00; [illegible] Clock, $35.00; Penny Counter, [illegible] card E Machine, $25.00; Scale, [illegible] Changer, $5.00; Erie Digger, [illegible] $400.00. Le Roi 4 cyl. Ride [illegible] ulley. $75.00. Want to buy for [illegible] Wheel, 7 car Tilt-a-Whirl and [illegible] LMAN SHOWS, 2239 North [illegible], Wis.

[illegible] or Lease
[illegible] rry-Go-Round, Jones Mix- [illegible] ic Show Banners, with [illegible] Good Concession Tops.
[illegible] N, Covington, Tenn.

[illegible] R REWARD
[illegible] on and a half Truck [illegible] ense 48415 Georgia [illegible] ny Wardrobe Trunk [illegible] trunk H. R. M[illegible] my trunk and wire [illegible] Anniston, Ala.

and Gerard; Dr. and Mrs. Kellett, Bert Doto, Mac Botsford and the missus, Ray Hebers and the Clarks, who have about 10 spots arranged for in chain and department stores for Christmas items.

TRAVELING salesmen in all lines report an unprecedented shortage of goods. Those failing to have sufficient stock on hand to supply the holiday trade will be wiser but sadder birds.

ERNEST ATHERTON . . .
and the missus are anticipating a big holiday trade with the fountain pens neatly packed in the holly boxes.

TOMMY BURNS JR. . . .
has dropped the cleaner compound to get in on some of the holiday money with seasonal merchandise.

ARE YOU all set and ready to go in that Christmas spot? If not, why not?

WITH THE CIRCUS . . .
season over, Bill Brooks, LeRoy Crandall, Harry Corry, S. Miles Jones and other artists of the jam pitch should be in action.

JACK KERNS . . .
and the missus have some real spots booked for their holiday fountain-pen demonstrations.

Philadelphia

PHILADELPHIA, Nov. 21.—Eighth Street Museum Bill: Congo and Gorilla village; Musical Johnson, various novelties; Leo, neon tube swallower; Poses Plastique; Spidora and Mysteria illusions; Princess Zelda, mentalist. Dancing girls in annex, Myrtle Curtis, Phylis Taylor, Dot Cummings and Vivian Krause. Mary Morris added attraction. Business good.

South Street Museum program: Bill Correll and Dixie Brownies, colored revue of six people; J. C. Woodward, accordionist; Billy Taylor, escape artist; Electric chair and Mme. Verona, mentalist. Lecturer is Ben Riley and talkers on front are Raymond Wagner and John Maguire. Business excellent.

Fritzie Brown was a visitor, having closed with West Shows. Reports having a very good season. Booked for next season with West.

Bob Morton in from Tononto, left for Miami where he will stay until after the holidays. Expects to open his new apartment house at Miami Beach about December 5.

Joe Payne came home after closing with the Marks Shows and will open his pocket billiard parlor, where *The Billboard* will be on file each week for showfolk.

Louis (Duke) Jeannette passed thru on way to New York. Reported a fair season with Cetlin & Wilson Shows.

Louis Pickles in from Sheesley Shows, says he had a good season. Now out of the concession business.

Bill Hasson arrived from De Luxe Shows after a successful season. Had girl show.

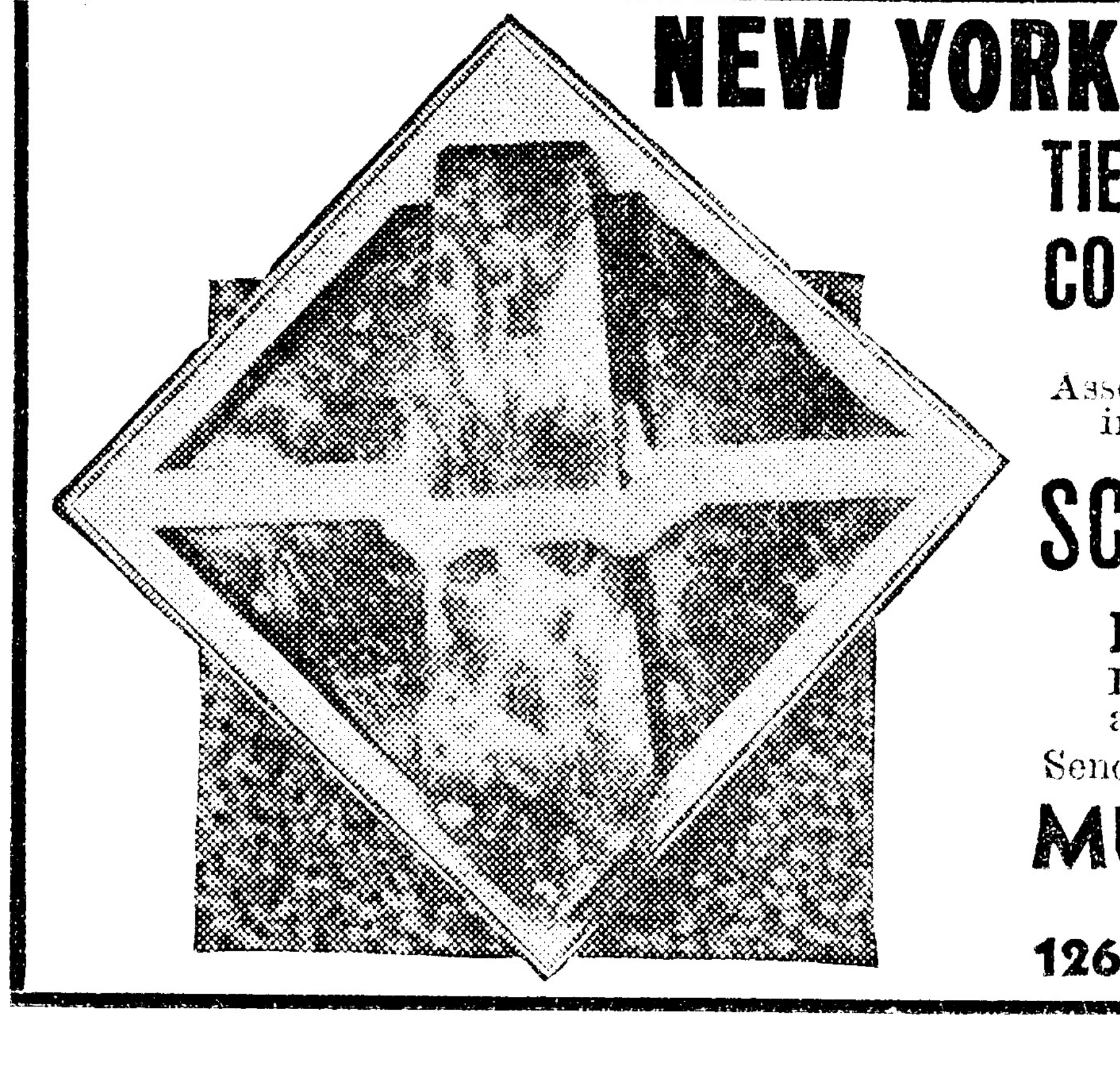
Miller's European Museum

ATLANTA, Ga., Nov. 21.—Business during second week attendance recorded a marked increase over opening week. Indications are that it will remain at present location for next several weeks, then head north. Attractive booths painted and decorated by Robert F. Wicks, scenic artist, enhanced with velvet drapes, neon and indirect lighting inside, and modernistic front attracts crowds. Morris Miller, after closing his carnival in Toccoa, Ga., stored equipment here. He plans to put out a railroad show in 1937.

Mrs. Morris Miller purchased a new automobile and returned from a visit to Cincinnati. Chris M. Smith, William C. Murray, general agent of the Keystone Shows; Lou (Peazy) Hoffman; Bill Marr, former show owner, and many other showfolks recent visitors. Charles Knoller installed a sword-box illusion making additional attractions. Jack Smith is steward. Atlanta newspapers praised the program. Captain Francois Russell, strong man, to stage his automobile "pull" for the Community Chest. Daily broadcasts over Station WSB. Doc and Yvonne Irving, with Baby Yvonne, were also visitors. WALTER D. NEALAND.

WANT No. 5 or 12 Eli Ferris Wheel, Small Merry-Go-Round, Allan Herschell Auto Kiddie Ride. No Junk, will pay CASH, must be bargain.
SHOW Equipment Co.
408 West 6th St., Gastonia, N. C.
Want Wax figures, guns, anything for Crime Exhibit.

GOLDFARB'S XMAS SPECIALS
For Immediate Delivery. Orders Shipped same day as Received.
No 3800—MECHANICAL SANTA CLAUS. Our Exclusive. Operates like a clock. Works ten minutes with one wind-up.
DOZEN, 90c. GROSS, $10.50.
No. 474 — MECHANICAL HULA HAWAIIAN DANCER. Special size. Height, 7½". Shakes and Shim Shams.
DOZEN, $1.00. GROSS, $11.50
No. 471—Smaller Size 6". $10.20 Gross
No. 472—Large Size 8½". $21.00 Gross
No. 7000—JOCKEY GYROSCOPE TOPS. Special Lot worth $15.00 per Gross. Wonderful Demonstration Item.
DOZEN, 90c. GROSS, $10.80
No. 7116—BLACK RUNNING MICE. Sparkling Eyes. Chenille Ears and Tail.
GROSS. $3.50
No. 5242—MECHANICAL DOG WITH SHOE. Dog Holding Shoe in Mouth. Very Good Seller.
DOZEN, $1.80. GROSS, $21.00
Many Other Hot Items. Send for Free Demonstration Lists or $1.00 for Sample Line. 25% Deposit With Order.
GOLDFARB NOVELTY CO.
20 West 23rd Street or 116 Park Row
NEW YORK CITY



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TIE AND HANDKERCHIEF COMBINATION SETS $4.25 Doz. Sets
FIRST TIME AT THIS PRICE.
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SCARFS Men's All-Wool Plaid Effect and Pin Check Mufflers. Large and Snappy Assortment. Specially Priced. Doz. 4.50
MEN'S SILK LINED TIES
Large Assortment of Patterns and Colors. Dozen 1.75
Send 25% Deposit With Order, Balance C. O. D.
MURRAY NECKWEAR CO.
Manufacturers of Men's Neckwear,
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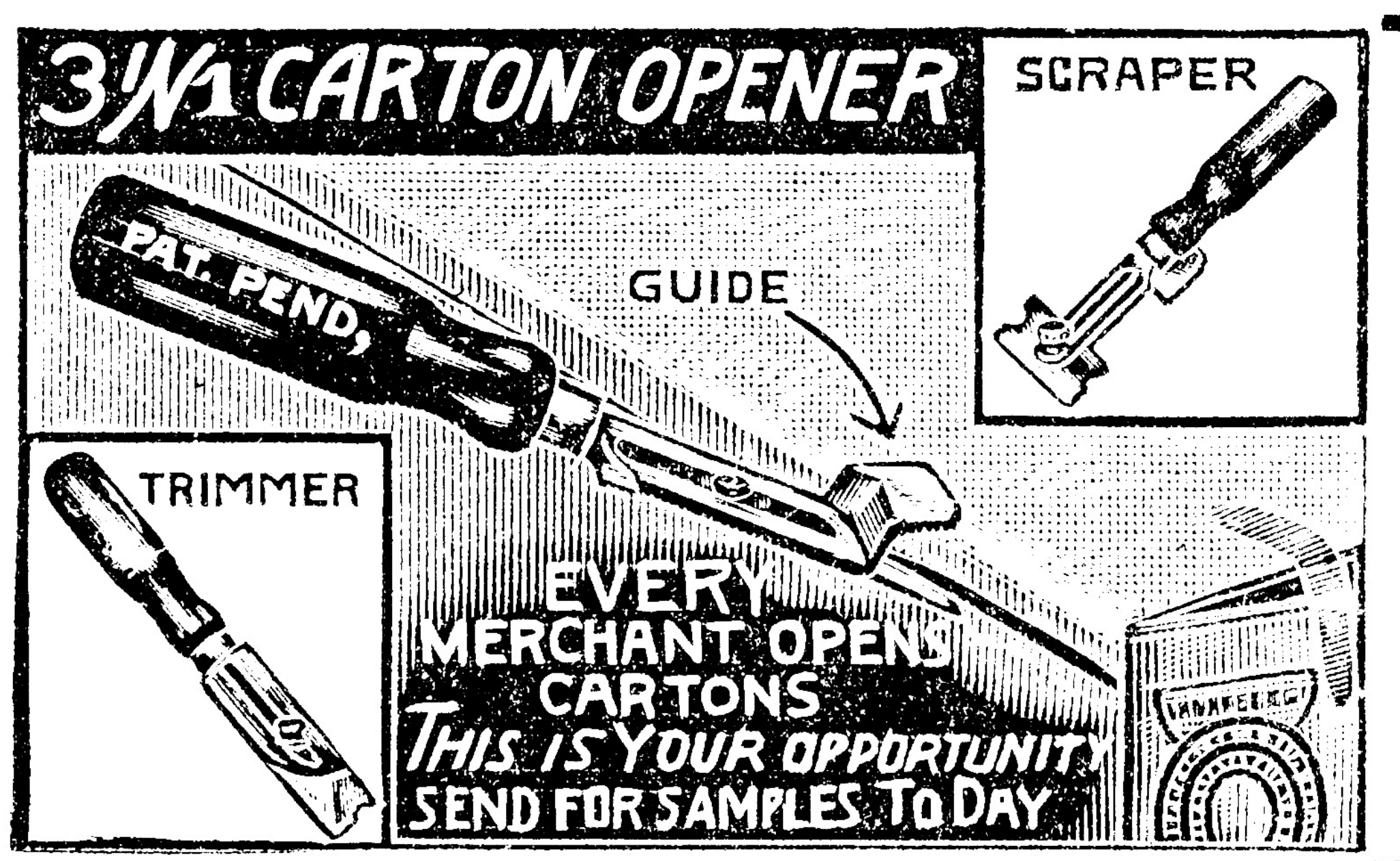
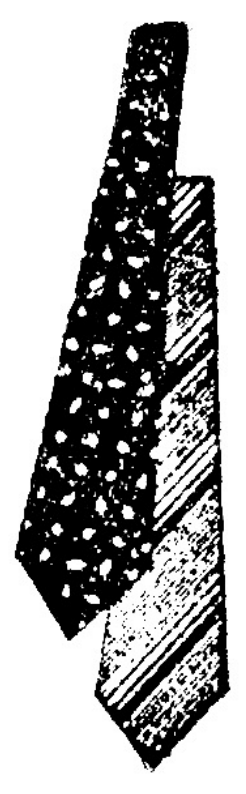


Something New!
Every merchant wants one— Demonstrators and Agents find this to be the greatest item of the year.
SEND 25c FOR SAMPLE POSTPAID.
G. NORTON
5820 Magnolia, Chicago, Ill.



FREE TIE CASE
Beautiful Lifetime Tie Case FREE with gross order. New Fall Line. Buy direct from Manufacturer.
25c Seller- Jacquards .... 1 Doz. 6 Doz. 1 Gr.
Silks, Silk Lined. $1.50 $ 8.00 $15.00
35c Sellers—Super Quality Luxurious Silks 2.00 10.00 19.50
$1.00 Sellers-Hand-Made 5th Ave. Quality 3.75 21.00 40.00
Send $1.00 for Complete Sample Line. We Pay Postage. FREE CATALOGUE.
(25% Cash With Order, Balance C. O. D.)
National Neckwear Mfg. Co.
Dept. B-1128, 359 Broadway, Brooklyn, N. Y.

BIG CHRISTMAS BUSINESS FOR PEN MEN
Our line of Fountain Pens and Automatic Pencils is the finest in America for the money. Undersells and outsells all competition. Contains all the new streamline models in every favored color combination. Our beautiful sets are great sellers for Christmas gifts.
Get Our Reduced Price List.
STARR PEN CO., Dept. 12
300 W. Adams St., Chicago, Ill.

PRICE CORRECTION
LADIES' KIMONOS
should be priced at $8.95 per dozen
In the ad of SPORS CO. on the Back Cover of this issue.

Xmas Specials
Doz. Lots.
8-Pc. MANICURE SETS. Inc. Solid Steel American Made Scissors. Fancy Inlaid Wooden Display Box. (75c Value). Set .... 35c.
LEATHER WALLET & KEY CASE SET. Display Box. Per Set. .... 25c.
4-Pc. PIPE SET. Display Box. Per Set .... 35c.
3-Pc. MILITARY BRUSH SET. Display Box. ($1.00 Value). Natural Wood, Alum. Back. Per Set 55c.
PEN & PENCIL SETS. Durium Points. Very Attractive Holiday Number. Per Set .... 25c.
Same as Above, High Grade Solid Gold Points. ($2.00 Value) .... Per Set .... 70c.
1001 Other Holiday Items To Select From Priced From 5c Up Send 25c Extra for Sample. Remit 25% Deposit with Orders.
J. C. MARGOLIS
912-920 Broadway NEW YORK CITY

Merry Christmas
Happy New Year

SELL THANKSGIVING & CHRISTMAS SIGNS
25c Seller. 4½c in 100 Lots. Bigger IMMEDIATE CASH EARNINGS—not cigarettes, or bonuses that you must wait for. Big selection, fast selling Tinseiled Signs, 11x14, for all-year business and repeats. Also Wreaths, Snow, Wrappings. $1.00 Box Xmas Folders, 25c. Send cash with order or write for Free samples and catalog.
VARIETY, Dept. BB1, 41 W. 17th, New York City

PLUNGER PEN WITH VISIBLE INK BARREL
"ONE PULL—IT'S FULL"
An Extraordinary Value! 5 times greater Ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! LEAK PROOF!
SEND $1 FOR SAMPLES OF OUR 3 BEST SELLERS AND WHOLESALE PRICE LIST!
Buy DIRECT from the MANUFACTURER.
EVERFEED CO. 124 West 26th Street NEW YORK CITY

NEW ★ POLICY!

For the past 20 years we have been selling merchandise through many Distributors. These Distributors were established in the key cities throughout the United States.

On November 1 we established an entirely new policy. Our selling plans are changed so that we sell from New York headquarters only. This new selling principle cuts down our overhead and enables us to pass a larger profit along to the buyer.

We are continually issuing catalogs illustrating our extensive lines.

SINCE 1916 WE HAVE BEEN WHOLESALERS OF TOILETRIES, SUNDRIES, RAZOR BLADES, GIFTS, PREMIUMS, SALESBOARDS AND HOLIDAY GOODS.

196 - PAGE CATALOG SENT WITH ALL ORDERS.

We ship from Coast to Coast and our motto, "We are never undersold or will sell for less," will be proven more than ever under our new policy.

OUR ONLY MAILING ADDRESS

MILLS SALES CO.

901 Broadway, New York City

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring our Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
14 & 16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

$29.75 Complete

GENUINE TALCO POPPER

A genuine Talco Kettle Popper at Lowest Price ever made for a quality machine. Big capacity. Best materials and construction. Pressure Gasoline, Gas or Electric heat. Write for descriptive circular. Order direct from this ad.

ROUTES—

(Continued from page 24)

Original Floating Theater: Conway, S. C., 23-28.
Ricton's Show: Talbotton, Ga., 23-25; Mauk 26-28.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Badger: Ft. Towson, Okla.
Baldwin Expo.: Bowman, S. C.
Bruce: (Fair) Tifton, Ga.
Bullock Am. Co.: Barnwell, S. C.; season ends.
Capitol City: Magnolia, Miss.
Dixie Expo.: Crichton, Ala.
Dyer's Greater: Belmont, Miss.
Evangeline: Texarkana, Ark.
Great Coney Island: Thibodaux, La.
Green, Doc, United: (Fair) Bowman, S. C.
Happy Days: (Fair) Florala, Ala.; Opp 30-Dec. 5.
Henry's United: Murfreesboro, Ark.
Isler Greater: Houston, Tex.
Liberty State: Odem, Tex.
Littlejohn, Thos. P.: Cuthbert, Ga.
Metropolitan: Arlington, Ga.
Pool & Brewer: Houston, Tex.
Regal United Am. Co.: Frankston, Tex.
Roberts United: (Fair) Brunson, S. C.
Royal Flush: Arkadelphia, Ark.; Mission, Tex., 30-Dec. 5.
Royal Palm: Moultrie, Ga.
Shugart, Doc: Marble Falls, Tex.
Southern Valley: Strong, Ark.
Ward, John R.: Thibodaux, La.
Work, R. H.: Summerton, S. C.
World's Am. Co.: Hazlehurst, Miss.

CIRCUS AND WILD WEST

Polack Bros.: Grand Junction, Colo., 23-28; Santa Fe, N. M., Dec. 4-9.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Lockhart, Tex., 24; Luling 25; Seguin 26; New Braunfels 27; San Marcos 28; San Antonio 29-Dec. 2.
Blythe Players: Fort Ann, N. Y., 23-28.
Fox Players: Jefferson, Tex., 23-28.
Harvey Players: Dyersburg, Tenn., 23-28.
Stone, Hal, Show: Oberlin, La., 23-28.

Additional Routes

(Received too late for classification)

Brown Bros.: (Rivoli) Hastings, Neb., 25-26; (Capitol) Falls City 27.
Burke & Gordon Show: Marshfield, Ind., 23-28.
Cannon Show: Homer, Ga., 23-28.
Gilbert Comedians: Hatley, Ga., 23-28.
Harlans, The: Hot Springs, Ark., 23-28.
MacKnight, Hypnotist: Sherman, Tex., 26-28.
Marie's Dogs: Edwardsburg, Mich., 25-29.
Miller, Al H., Show: Ellaville, Ga., 23-28.
Pavan Show: Matagorda, Tex., 23-28.
Princess Edna Show: Marble Falls, Tex., 23-28.

MAX HELLER
THE ORGAN MAN
Macedonia, Ohio.
En Route—Gulfport, Miss., Nov. 21 to Dec. 1.
General Delivery.

The Flash for 1937

A 21-Ft. PORTABLE MERRY-GO-ROUND. A Real Money Maker at Low Cost. Write or wire for Photograph, Description and Price. Also Fun House on ton-and-half truck.

MARKS ENGINEERING CO.
Cameron, Missouri

WANTED!

Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: $8.00 and $18.00 per hour. Low down payments, easy terms.

Write for Catalog!
ADVANCE MFG. CO.
6322 St. Louis Ave.,
St. Louis, Mo.

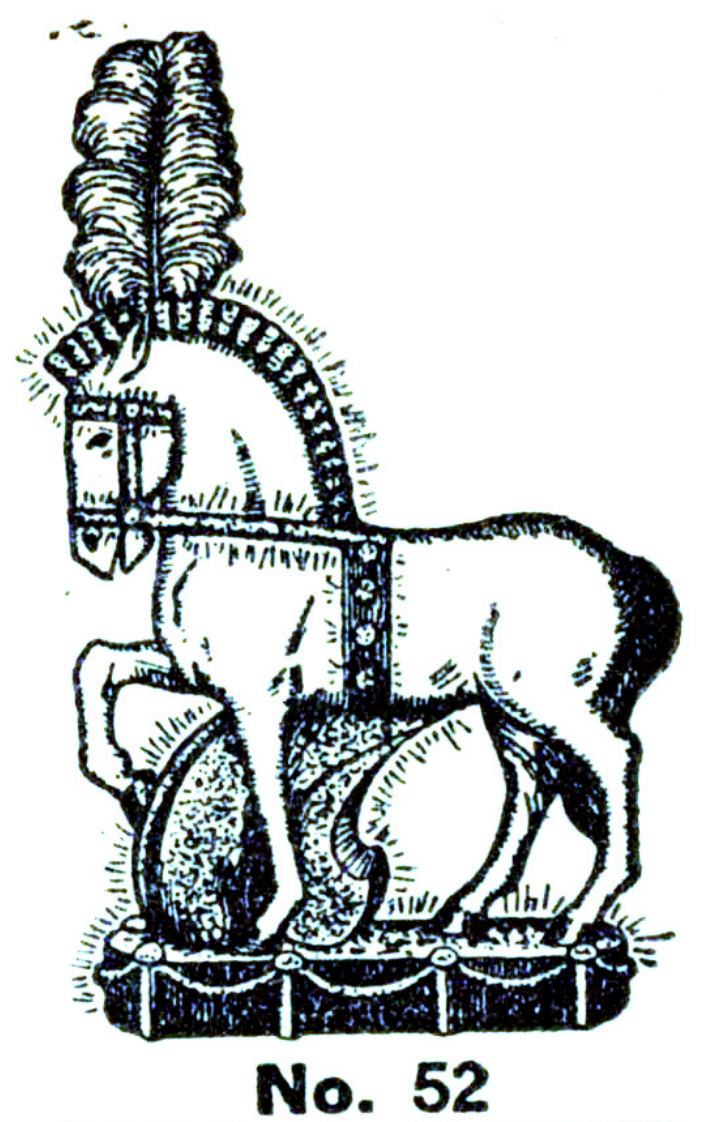
Want to buy PENNY ARCADE

Cash for Complete Penny Arcade Suitable for Carnival, or will buy Machines separate. No junk.

L. C. McHENRY
408 West 6th Street, Castonia, N. C.

FOR SALE—Tangley Calliaphone mounted on $500 CASH

DON'T BE DISAPPOINTED
WHEN ORDERING from DELUXE
"DELUXE PLASTER"
LATEST CREATIONS — FINEST FINISH
CORN GAME FLASH
'NUF SED — YOU'LL BE SURPRISED
Beacon BLANKETS and SHAWLS"
Order Now --While They Last -- Beacon Magnets -- Mingos



No. 52
CIRCUS HORSE

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

MARKS SHOWS, Inc.

MILE LONG "PLEASURE TRAIL"

NOW SEEKING NOVEL ATTRACTIONS
SEASON 1937

Invite Correspondence With

REPUTABLE COMMITTEES AND FAIR SECRETARIES

BOX 771 - - - RICHMOND, VA.

CEDAR POINT - ON - LAKE ERIE

Season June 12 - September 6, 1937

"World's Finest Bathing Beach" . . . largest hotels on the Great Lakes . . . most beautiful summer resort grounds.

Two Fine Locations for New Attractive Rides or Amusement Devices. 1936 best in five years. . . . 1937 will be better. Installing new Bridle Path . . . ready to contract with Riding Stable. Reached by auto, bus, interurban, railroad and lake steamers.

Address: THE G. A. BOECKLING CO., Cedar Point, Sandusky, O.

FOR SALE — Making Way For 1937 Models

Have Three Reconditioned Cannon Ball Baker Miniature Automobiles which we can sell at a real bargain—two are red and one white—all ready for service. Never used, only for demonstrators.

CANNON BALL BAKER, INC.
902 Garfield Drive, INDIANAPOLIS, IND.

REID'S GREATER SHOWS

Having leased most prominent location facing Boardwalk for permanent park, can place Rides not conflicting. Will book legitimate Concessions of all kinds. Want Free Acts that can change. Experienced help for Tilt-a-Whirl, Skooter, Merry-Go-Round, Wheel and Chairoplane. Park will open middle of March. Long season.

EARL Q. REID, Manager, Orlando, Florida.

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AND COIN OPERAT
LATEST HITS
ELF
CLARK ORCHESTRA ROLL CO., I

ALAMO SHOWS, Inc.,
FOR MACON, GA., 3rd St. LOT, WEEK
SHOWS, RIDES AND CONCESSIONS.

Cook House, Privilege in Meal Tickets; any Concession that works for St place you. Whitey Crossett, Joe Conley, Shepard, Tully, Fred Harris, wire, come on. Out all winter. Business good. Gordon, Ga., week Nov

ALAMO SHOWS, INC, J. L. Johns, Manager. Permanent Addr

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BEAUTY-GLO SIGNS ARE TOPS
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sellers at 25c. Big demand. Thou
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Signs outsell all others. Send $1.0
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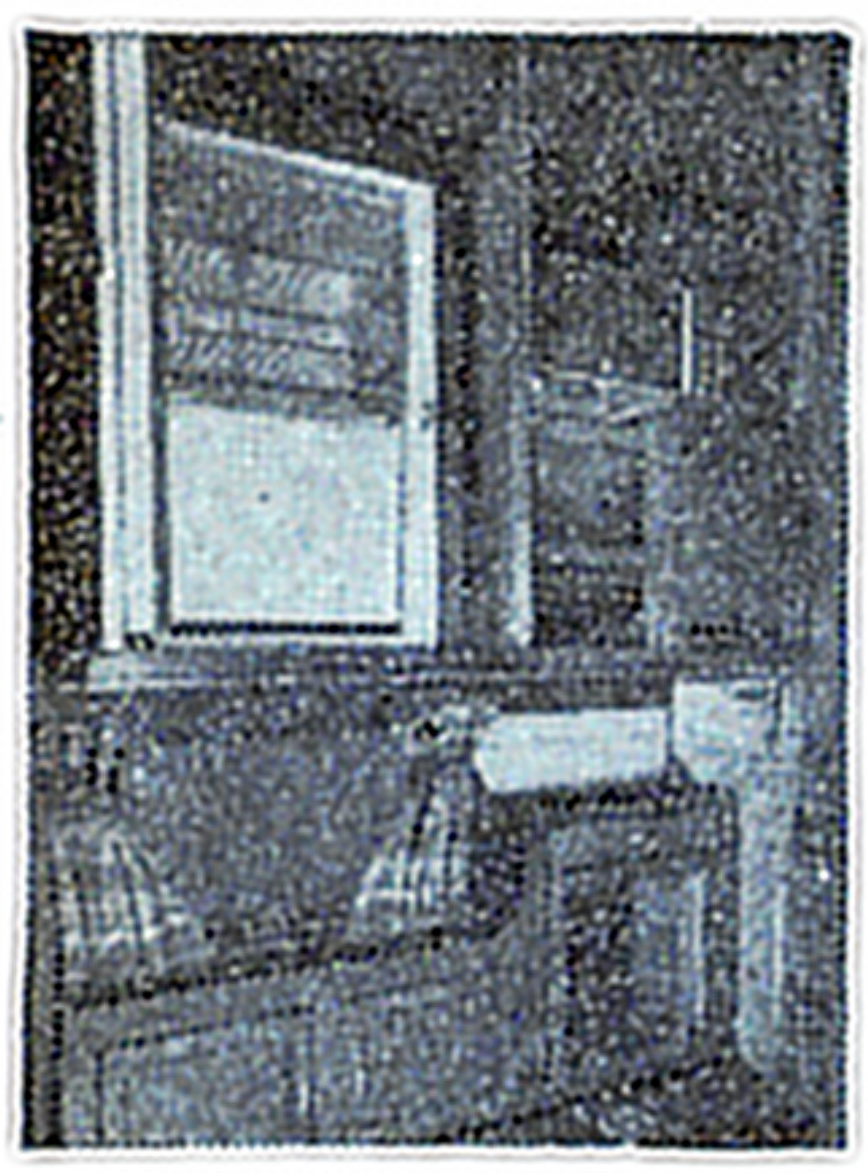
Order Today! Big Variety of Ou
AD-DISPLAY PRESS, Biltm



50 YEARS

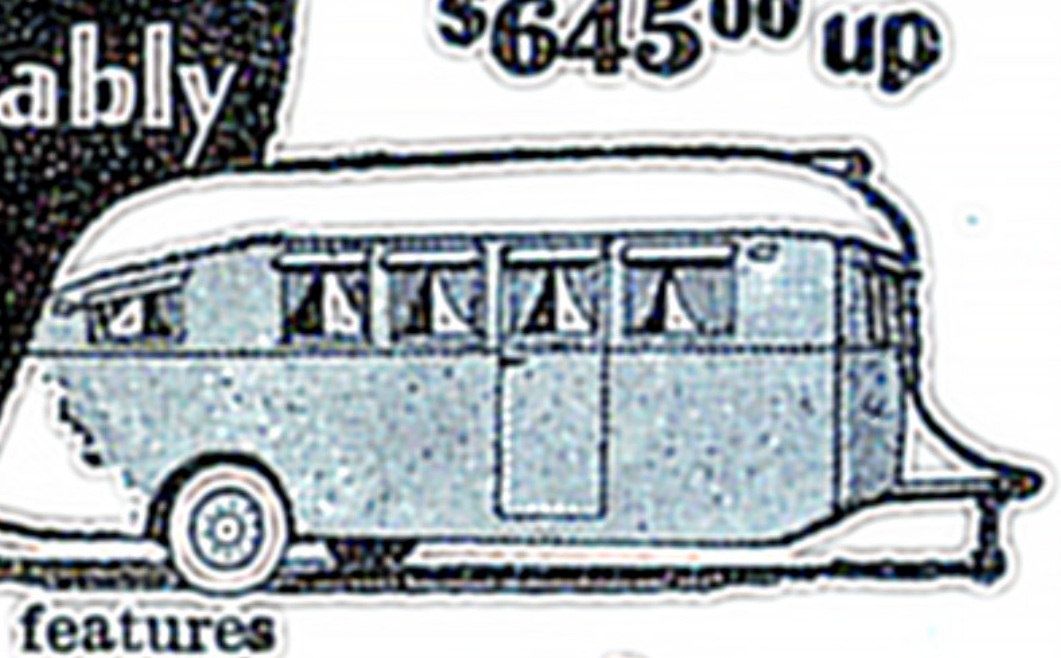
of Building Furniture and Home Furnishings Make the

ROYAL COACH a Trailer Home!

Galley of the Royal Deluxe models. Note the real ice-box; bread box; drapery rods; hardware; cabinet work; finish—all of a superior quality not found in ordinary trailers.

Below: Imperial; 19'; $995. Others at $685 and $795 completely equipped. (Dealers, write or wire today!)

Royal-Wilhelm Co., Sturgis, Michigan
A ROYAL COACH BEHIND—
A ROYAL TIME AHEAD!



AUTO CRUISER

Travel Anywhere Live Comfortably at small cost

Completely equipped—ready to cruise.
$645.00 up

Comfort and safety features not found in any other equipment. Your Auto Cruiser is completely equipped ready for the road. Don't buy a trailer home until you learn what Auto Cruiser offers. Dealer Territories Are Available. Write for Details.

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AUTO CRUISER
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TRAILER BUILDERS MANUAL
25c

Send FOR THIS BIG BOOK

TRAILER ★BUILDERS ★BUYERS ★OWNERS

Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Pumps, Stoves, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed. TRAILER SUPPLY CO., Box 438-H, Wausau, Wis.

TRAILWAY COACH

Completely Furnished Streamline Coach, also Other Styles.
PRICE, $450.00 AND UP.
Commercial Coaches, $350.00 Up.
Dealers Wanted.
WALLENBECK MOLAND MFG.
Sandwich, Ill.

CHROME PRIZE CUPS

Roman Gold Lined,
6½ In. Ea. . . .$2.20
With Ebony Finish Base. Ea. . . 2.50
9½ In. Ea. . . . 3.50
With Base. Ea. . 4.25
12 In. Ea. . . . 4.50
With Base. Ea. . 5.50

Base increases height of cups 2 to 3 inches. Write for Circular X. Prompt shipment.

25% deposit with order.
RESKREM SILVER MFG. CO.
1123 Broadway, NEW YORK CITY

FOR SALE

One Three-Abreast Merry-Go-Round, one No. 5 Eli Ferris Wheel, one Mangels 12-Car Whip, also two Electric Plants. All in perfect condition. Address NELLIE MURPHY, 341 West 45th St., New York City.

Numerous League Special Events

CHICAGO, Nov. 21.—The Showmen's League of America has a large number of special events planned for the week starting Saturday, November 28. For the convenience of showmen and others who expect to attend the IAFE and NAAPPB conventions the chief events are listed herewith:

Saturday, November 28.—Big testimonial party at the Showmen's League in honor of retiring president, J. W. (Patty) Conklin. If you were present last year you know what to expect.

Sunday, November 29.—Annual memorial service in Bal Tabarin, Hotel Sherman, at 1:30 p.m. sharp. Free transportation for those who wish to visit Showmen's Rest after the service.

Monday, November 30.—Annual meeting and election of officers. Meeting 1 p.m. Polls open 2 p.m. This year there is but one ticket in the field.

Wednesday, December 1.—24th annual banquet and ball, Grand Ballroom, Hotel Sherman. Reception, 6:30 p.m. Banquet, 7 p.m.

Thursday, December 3.—Installation of new officers and open house at the League rooms at 165 W. Madison street.

NUCOL GOLDEN YELLOW

SELL MORE POPCORN
NUCOL Golden Yellow

Added to seasoning, so that when corn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

Wanted

Pony Acts, Dog Acts, Horse Acts, Tumblers, Clowns and Any Ground Acts For
ANNISTON CENTRAL LABOR UNION INDOOR CIRCUS
DECEMBER 11 to 19 — Both Dates Inclusive.
Wire Quick, Room 8, Wilson Building, Anniston, Ala.
ANNISTON CENTRAL LABOR UNION.

Knepp's Museum

Want to hear from Ossified Man, Freaks and Curiosities. Also Mental Act.

719 Vine St., Cincinnati, Ohio.

WANTED FOR SEASON 1937
EARL D. BACKER'S FAMOUS MINSTRELS
Week Stand Under Canvas

Colored Performers and Musicians on all instruments, Novelty and Musical Acts of every description, real Stage Manager that can handle and produce. Leonard Rogers, Aaron Gates, answer. Band Leader that can handle 14-piece band. Hasie Sapp, Fat James answer. Piano Accordion Player doubling piano and calliope. White Boss Canvasman, sober and keep outfit in repair. Write; don't wire. BACKER & WINSTEAD. Owners, P. O. Box 126, Lilesville. N. C.

At Liberty ELECTRICIAN

AL BRUST — Sober — Reliable — Competent. 10 Years with West Shows; 5 Years with Geo. L. Dobyns Show.
Address: 19 South Market St., Shamokin, Pa.

WANT For Department Store Circus Units

Novelty Circus Acts. Also Magic, Punch and Judy, Animal Acts, Good Dog & Pony Man. Write all to GEO. E. ROBERTS, Manager, Pamahasika's Indoor Circus Units, 515 W. Erie Ave., Philadelphia, Pa. Tel.: Sagmore 5536.

TRAVEL WITH A TROTWOOD TRAILER
WRITE FOR THE FREE, 24 PAGE, 1936 CATALOG—TROTWOOD TRAILERS INC. TROTWOOD OHIO Dept. 76.

35TH CONSECUTIVE YEAR
THE SHOW WITHOUT THE HEADACHE
J. GEORGE LOOS
GREATER UNITED SHOWS
NOW BOOKING FOR SEASON 1937 SHOWS AND CONCESSIONS

Can place Pit Show, Glass House, Fun Show, Crazy House, Monkey Circus, Illusions, Organized Minstrels, Girl Revue, Crime, Hawaiian and Mechanical Shows, Flea Circus, Freaks, Fat Family and Freak Animal Shows.

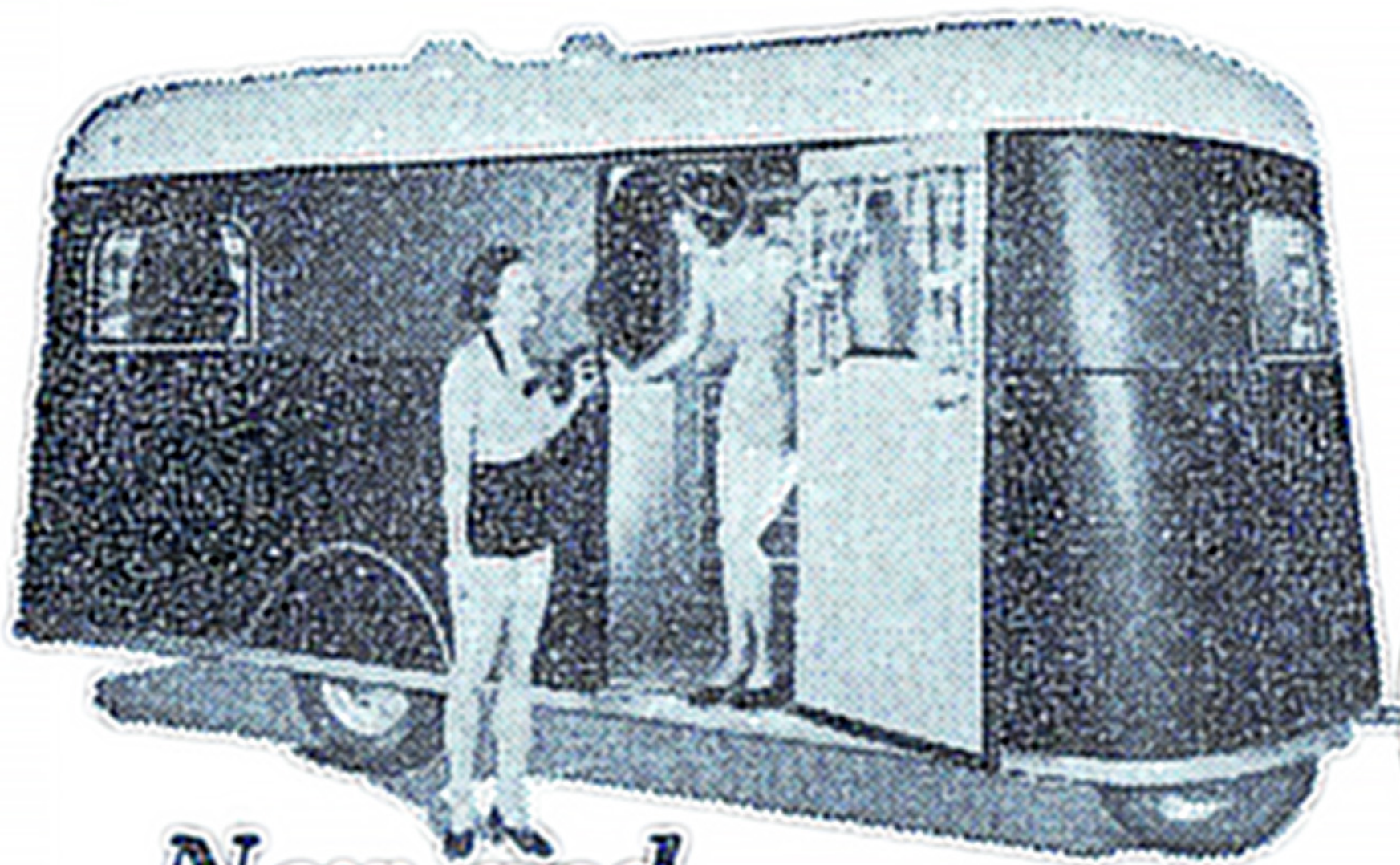
WANT DODGEM OR WHIP AND OCTOPUS RIDES.

ALL CONCESSIONS OPEN
INCLUDING WHEELS COOKHOUSE AND BINGO.
WANT ELECTRICIAN AND SOBER RIDE HELP.

OPENING DATE FEB. 14 TO 27
LAREDO, TEX., 35th Annual Washington Birthday Celebration 14 Days and Nights-14

20 Weeks of Fairs and Celebrations 20
IN TEXAS, OKLAHOMA, COLORADO, KANSAS AND NEBRASKA.
SEASON NOT LESS THAN 40 WEEKS.
HAVE FOUR FLYING MILLERS BOOKED AS FREE ACT.
COMPETENT SHOWMEN AND CONCESSIONAIRES CAN ALWAYS MAKE MONEY HERE.

WRITE OR WIRE **J. GEORGE LOOS,** GREATER UNITED SHOWS LAREDO, TEX.



New and Outstanding Features!

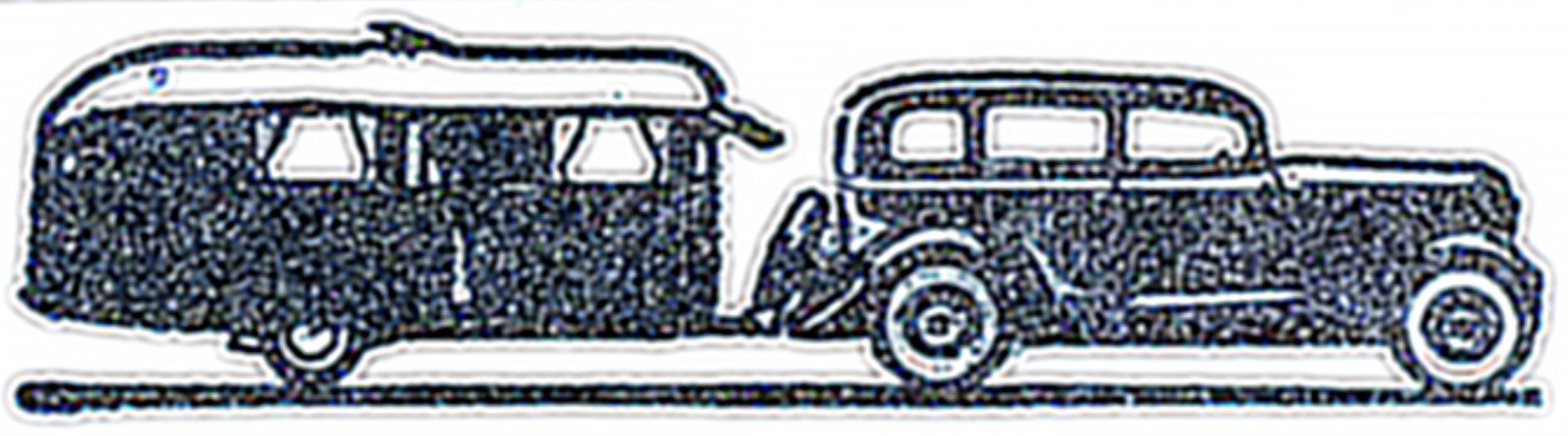
Electric refrigeration; hot and cold running water; shower; built-in bath tub; odorless chemical toilet; hot water heating system; electric brakes; built-in trunk; third wheel which takes all weight off coach; comfortable sleeping accommodations for as many as eight.

A special Super Deluxe, 3-room model, with separate living room, bedroom and tile-finished kitchen.

PALACE TRAVEL COACH CORPORATION
FLINT, MICHIGAN

Announcing 1937 Models.
Palace Travel Coach
Four Models • Three Sizes
$595 TO $1900

Send 10c for catalog



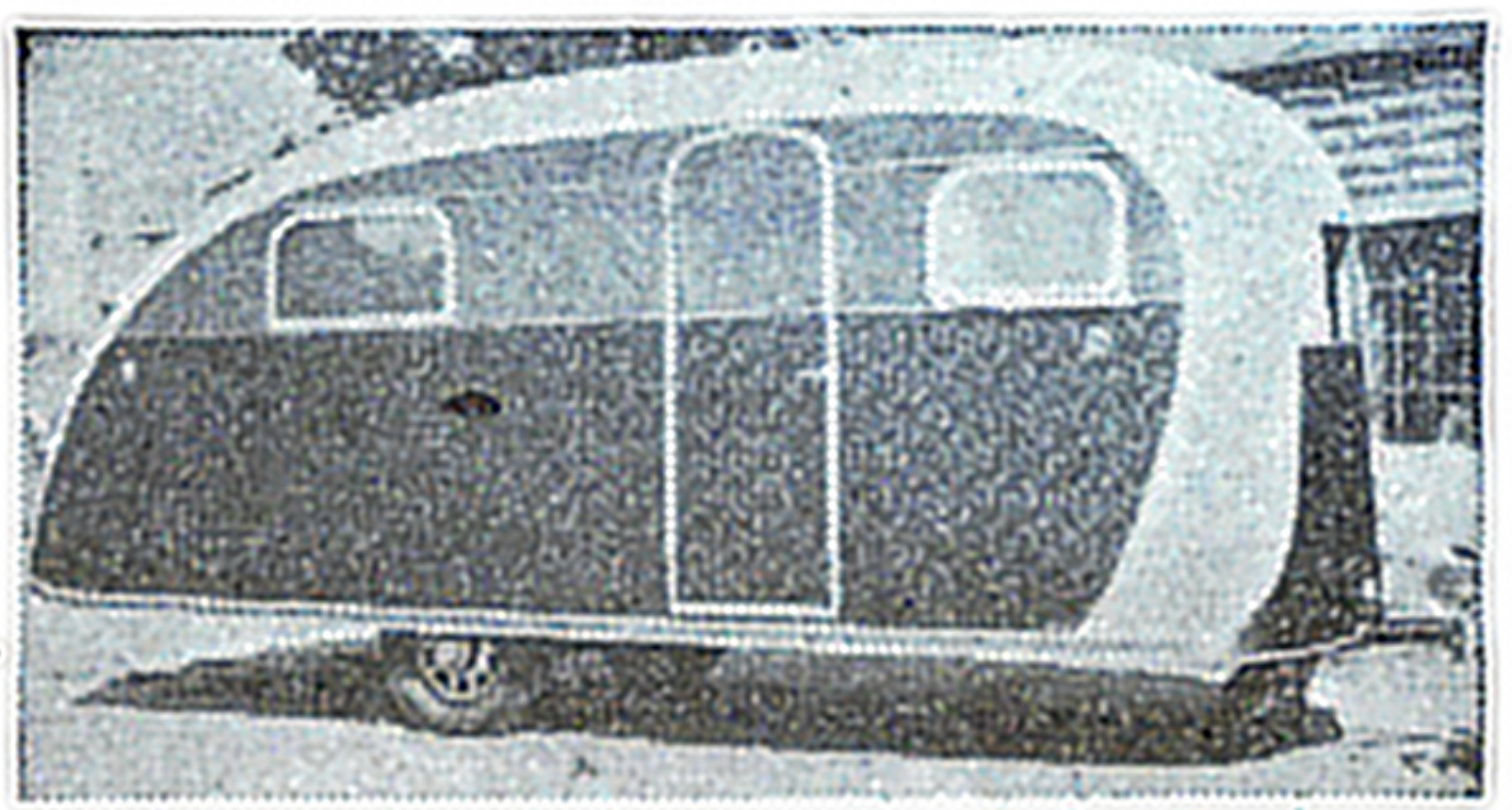
RENT TRADE TERMS

New 6% Finance Plan

Here Is News. A new Covered Wagon, steel frame, with outside of Trailer like a Blue Goose Bus. Electric Brakes Standard Equipment.

$545 $865 $1260

Like hundreds of other show folks have done, you should place your order now to assure delivery.
SELLHORN TRAILER HEADQUARTERS
RAYMOND SELLHORN, East Lansing, Mich.



Wizard Trailer Coaches

Modern streamline or semi-streamline. Custom and standard models; steel or wood. All the features of a beautiful, convenient home embodied in our work. Structural quality. Co-ordinating interior units. Expert building by skilled workmen. Classic models making ownership a delight. Direct and moderate prices. Correspondence invited and a personal inspection of the plant appreciated. We satisfy, see us before buying.

RUSSELL MFG. CO., Bertha, Minnesota

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

COIN OPERATED • • VENDING • • SERVICE • • MUSIC • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communica Woods Building, Randolph and Dearborn Streets, Chicago.

THE AUTO SHOWS

The automobile shows in New York and Chicago have come and gone. An industry that contributes so much to the general progress of the nation and that means so much in the daily life of millions of citizens is a subject for consideration by any and all other industries concerned with a greater national prosperity.

There are some parallels drawn from the automobile industry that may be of interest and profit to the coin machine business.

We may well drink a toast to the spirit of the automobile industry. Even during the darkest years of the depression a progressive spirit seemed to be evident in the automobile firms, more so than in many other industries which might have contributed a similar optimism to help pull the country out of the hole. There is something in a progressive outlook that shows up to its best advantage when troubles and depression are real. There was real planning and constructive work back of the optimism shown by the auto trade, which made the optimism of the business a real power in giving encouragement to other industries.

While the coin machine industry is a small item in the national industrial system in comparison with the magnitude of the automobile trade, still the coin machine trade took up its boom stride in the dark days of 1932 and has kept increasing that pace of optimism ever since. Only once in all the time since has there been evidence of a real slackening of the progressive march of the coin machine trade. That only lasted for a short while, for soon the application of scientific gadgets to amusement games brought new devices, new ideas and new impetus to the industry.

Like the automobile industry, the coin machine trade has shown an aptness in using gadgets and the most advanced ideas developed in other fields of science and research. Being of much larger scope, the automobile trade has maintained its own research work at the highest peak of efficiency and pioneering. The coin machine trade cannot finance such heavy outlays in proportion, but it has been quick to gather ideas from other fields and also to make use of a number of innovations in the march of invention and progress.

We sometimes wonder what the 1940 model car will be like. It is also natural to wonder what further steps or trends the coin machine industry will take. The answer may be given in part by saying that the coin machine trade is simply waiting for the world of invention and discovery to develop new gadgets and ideas that may be adapted in some way to purposes of amusement and automatic selling. When such inventions and ideas appear the coin machine trade will quickly adapt them to its own purposes, thus increasing the commercial value of all usable ideas and inventions.

A remarkable influence of the automobile industry is that it has brought about a new attitude in which people begin to appreciate lines of industry that produce new business, give employment and make use of large quantities of materials and services provided by other lines of business. One of the most beneficial effects of the automobile trade is the widespread field over which it distributes its benefits. It uses materials gathered from the four corners of the earth and gives jobs far beyond the walls of its own factories.

In proportion to its size, the coin machine industry likewise spreads its benefits far and wide. It has not only created a manufacturing industry which gives employment to thousands but it has also created a new profession or business for thousands of men called operators. Not ending there, it has provided a definite source of income for thousands of retail merchants and other owners of small business establishments. In proportion to its size, the manufacturing division of the coin machine trade must be given credit for being a large user of materials of various kinds, thus giving business to many lines of industry.

To draw a sharp comparison, the automobile is a modern mechanical development that has given rise to a new industry, showing a marked spirit of progress, using vast quantities of materials and giving employment to millions, and even creating new business enterprises. Likewise the coin machine industry is a product of a mechanical age, adapting many ideas and inventions to purposes of amusement, using large quantities of materials, providing new avocations for thousands of men, and making a definite contribution to the progress of retail merchants.

The automobile industry has its problems. So does the coin machine business. The used car promised to be a frightful bugbear for the automotive field, but organized thinking and the progressive movements of the trade have developed a definite place for the used car. While it reduces the dealer's margin of profit per sale, still it makes possible a profit on two sales and many chances at a profit on repairs, equipment and supplies. The distributing section of the coin machine industry has also built up a definite business on used games, and repairs also form a definite field of profit.

The automobile business has attained its immense volume by means of credit selling. There are some who say that this installment selling has really undermined the soundness of the country's business structure. For the present at least, credit is a definite part of the American way of doing business, making it possible for more people to enjoy the products of industry. The coin machine trade is now definitely building a credit policy, which naturally gives rise to certain problems. Perhaps the only thing that can be said is to see if it works, and if so the trade will develop a much wider market for its machines.

The automobile contributes both service and pleasure to the great American public. The coin machine industry also contributes service and amusement. One great section of the coin machine industry contributes merchandising and service machines which are constantly being improved and which have a place in modern selling of goods and services. The amusement division of the coin machine trade has really created a new form of diversion and amusement for the public and is making possible new centers of entertainment that were not possible before. Or these machines become profitable adjuncts to standard places of amusement.

The automobile has had very definite effects on economic, social and moral standards. The car has had such a sweeping effect on the habits of the people that it has even had a marked influence on the ancient art of love making. In spite of all these social and other problems, no one urges abolishing the automobile. Some very definite educational campaigns have been planned to correct certain problems, such as safe driving. So the coin machine industry, like the auto trade, is a modern thing, does not need to be abolished, but may need some educational work to prevent certain evils.

Start Campaign To Register Now

CHICAGO, Nov. 21.—A campaign to "register now" for the 1937 Coin Machine Exhibit was launched this week by the National Association of Coin-Operated Machine Manufacturers and a special bulletin announcing some changes in convention plans was also released. Bulletin announced that additional exhibit space had also been arranged by taking over the Grand Ball room of the Sherman Hotel for this purpose. The move is said to indicate a complete sellout of space, and additional space which will swell the proportions of the 1937 convention to far exceed anything in the previous history of the trade. Exhibits in the Grand Ballroom are required to be moved out by 3:30 p.m. January 14.

In order to promote early registration for the convention a saving of $1 is announced to operators who register early. According to the announcement: Coin-machine shows in the past few years have been overcrowded largely because of the free admission of the general public. This year admission will be restricted by admission fee charged to all persons who register at the time of the show. However, operators, jobbers and distributors may register in advance by mail without payment of this admission charge. Admission cards will be sent in advance to all who register. Trade publications and member firms of the industry are co-operating with NACOMM in securing advance registrations. A registration application is published in this issue of *The Billboard* which may be filled in and mailed to NACOMM, 120 South La Salle street, Chicago. Applications must be received not later than January 2 to be honored.

Coiners at Park Show

●

Several coin machine firms will show wares at park meeting in Chicago

●

CHICAGO, Nov. 21.—Coin machine trade will be well represented at the 18th annual convention of park, pier, pool and beach men, which opens at the Sherman Hotel November 30. Convention will include the National Association of Amusement Parks, Pools and Beaches and the American Recreational Equipment Association. The AREA will hold its sessions November 30, while the NAAPPB will convene December 1 to 4 inclusive.

Secretary A. R. Hodge, who has been the wheel-horse of the organization since the inception of the original NAAP, pointed with pride to the exceptionally fine program prepared by the committee. This group consisted of Paul H. Huedepohl, chairman, Paul C. Morris, George A. Hamid, A. C. Hartmann and Sylvan Hoffman. President Harry C Baker will preside at the executive ses sions, turning the program sessions ove to Paul H. Huedepohl as chairman o

(See COINERS AT PARK on page 123

ADVANCE REGISTRATION FOR 1937 COIN MACHINE SHOW

Mail to NACOMM, 120 South La Salle street, Chicago, and admission card will be mailed to you.

Name ....

Company ....

Address ....

I am a .... Distributor .... Jobber .... Operator.

Machines: Music .... Amusement .... Merchandise ....

Name at least one manufacturer from whom you have bought equipment during the past year ....

NOTE—Inclose letterhead, business card or other identification as an operator.

New York Ops Have Gay Time

NEW YORK, Nov. 21.—More than 950 coinmen celebrated the fifth anniversary of the Amalgamated Vending Machine and Greater New York Operators' associations at the Hotel Lismore November 15. Both organizations joined hands in staging one of the most brilliant dinners of coinmen ever held in New York.

In addition Amalgamated used the dinner as an opportunity to bid farewell to Joe Fishman, who for many years was the executive secretary for the association. Joe resigned to open his own business and the boys paid him a marvelous farewell tribute.

Many of the manufacturers were represented. Among those who attended were Meyer Gensburg, of Genco, Inc.; Fred McClellan, of Pacific Amusement; Jack Nelson, of Rock-Ola; Ray Maloney, of Bally Manufacturing, and Paul Gerbe and Max Glass, all from Chicago Rudolph Wurlitzer Company sent a delegation consisting of Mr. and Mrs. Pat Bennett, Mr. and Mrs. Ernest Petering Mr. and Mrs. Bleekman and Ben Kulick

Marvin Leibowitz acted as master o ceremonies and presented Joe Fishman with a star sapphire diamond ring, gift from both associations in appreciation for his past efforts while workin for the Amalgamated. Joe in turn introduced Lou Goldberg, who from tha date on took over the assignment o executive secretary. Goldberg has bee active in operators' associations for man years and is responsible in a great wa for the success of this fine organization All the leading New York distributor and jobbers attended, with their enti organizations represented.

Dinner was interspersed with dancin to the music of Marty Beck and h orchestra. Following the dancing a floo show was presented, with Pat Man acting as master of ceremonies. Man introduced the following acts, whic were well received by this large gathering: Waller and Lee, comedy act; For Marshall and Jones, dancers; Byrnes an Swanson, adagio team; Shirley Gordo tap dancer; Elaine Forre, fan dancer, an Jeannette Adams, song stylist.

ARE YOUR LOCATIONS HAUNTED by the "GHOST of LOST OPERATING-TIME"?

"LOST operating time" is the haunting fear of every operator . . . why invite trouble by investing in unproven and untested machines? "Similar types" are now offered by unethical manufacturers who are trying to imitate THE SEEBURG RAY-O-LITE RIFLE RANGE! These manufacturers, seeking a "pot of gold" are rushing these inferior machines through their production departments . . . . "trusting to luck" that they will work!

Imitations of the original SEEBURG RAY-O-LITE RIFLE RANGE have been not only unsuccessful, but disastrous investments for their operators. The RAY-O-LITE RIFLE RANGE reached its final state of perfection only after two years of concentrated research on the part of SEEBURG engineers. Today thousands of SEEBURG RAY-O-LITE RIFLE RANGES attract tremendous play and offer trouble-free operation. Don't invest your money on a purely hit or miss proposition . . . assure yourself with the SEEBURG RAY-O-LITE RIFLE RANGE!

MECHANICAL PERFECTION BEYOND IMITATION!

★

COMPLETELY AUTOMATIC, ALL HITS REGISTERED ON ILLUMINATED PANEL!

★

REGULATION SIZE RIFLE

★

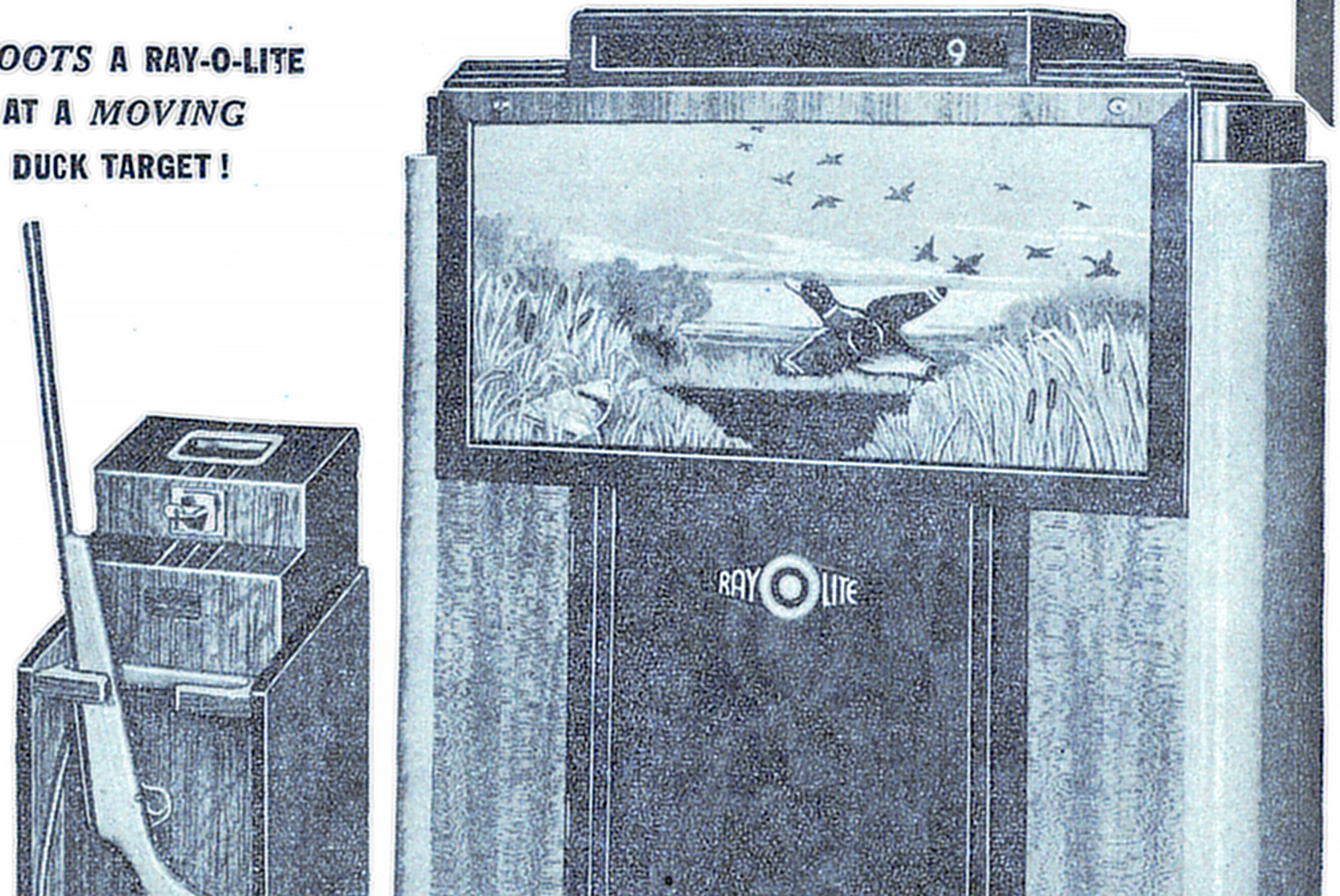
ULTRA-MODERNISTIC MATCHED WOOD CABINET AND GUN STAND

★

J. P. Seeburg's RAY-O-LITE RIFLE RANGE is fully protected by patents 2,007,082 and 2,007,083 and other patents pending. The J. P. SEEBURG CORPORATION has the exclusive manufacturing license rights, and they have NOT been granted to others. ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.

★

SHOOTS A RAY-O-LITE AT A _MOVING_ DUCK TARGET!



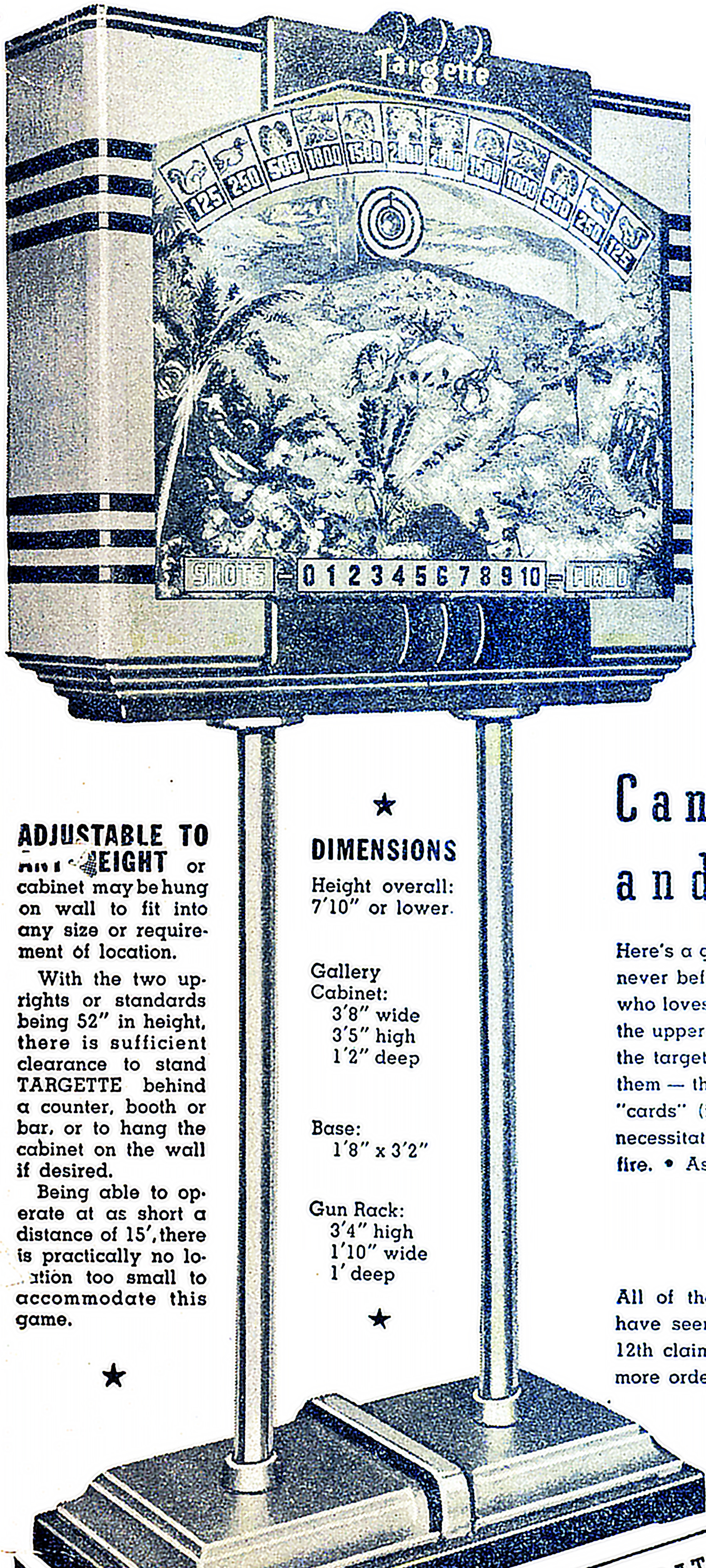
J·P·SEEBURG CORPORATION

1510 DAYTON STREET • CHICAGO, ILLINOIS

RAY-THE SEEBURG-LITE

THE ORIGINAL RIFLE RANGE

THE SEEBURG FRANCHISE is MORE VALUABLE



Keeney's

Targette

ELECTRIC RAY RIFLE GAME

"The Best of em all!" ACCORDING TO EVERYBODY

Of the same superior construction and mechanical perfection as BOWLETTE

BACK and FORTH MOVING TARGET

traveling at faster speeds with every successive hit . . . .

Can be operated in range of 15 to 35 feet and in any amount of light!

ADJUSTABLE TO ANY HEIGHT or cabinet may be hung on wall to fit into any size or requirement of location.

With the two uprights or standards being 52" in height, there is sufficient clearance to stand TARGETTE behind a counter, booth or bar, or to hang the cabinet on the wall if desired.

Being able to operate at as short a distance of 15', there is practically no location too small to accommodate this game.

★

★

DIMENSIONS

Height overall:
7'10" or lower.

Gallery Cabinet:
3'8" wide
3'5" high
1'2" deep

Base:
1'8" x 3'2"

Gun Rack:
3'4" high
1'10" wide
1' deep

★

Here's a game that will appeal to the person who has never before shot a gun as well as to the crack-shot who loves to shoot. • The play principle is such that the upper fan or arch of "cards" light up singly when the target is hit as it travels back and forth beneath them — the player having to secure pairs of matched "cards" (indicated by number or animal), and thus necessitating the player to have to vary his aim and fire. • As more hits are made the target travels at a faster and faster pace so that the novice can get 4 or 5 hits, the fair shot from 5 to 8 hits but it takes a real sharpshooter to get those last two for a perfect score. The player cannot register scores by using pocket flashlights or "fan" the target by holding finger on trigger so gun shoots continuous beam, and which cheating is possible in several of the other makes of rifle games.

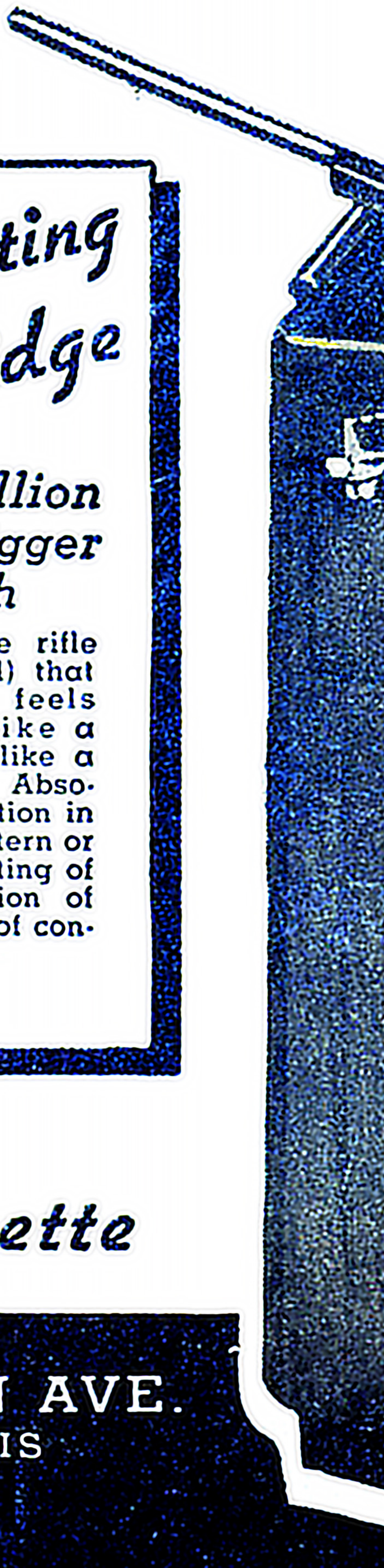
NOW IN PRODUCTION

All of the distributors, jobbers and operators who have seen Targette since its introduction November 12th claim Targette to be "the best of 'em all," and more orders are now booked for Targette than those placed for any make of rifle game to date. Better write, wire or telephone for your sample at once and "tie up" the franchise for YOUR territory now before others beat you to it.

Everlasting Cartridge

with "Million Shot" Trigger Switch

Regulation size rifle (27 inch barrel) that really looks, feels and shoots like a rifle, and not like a popgun or toy. Absolutely no variation in size of shot pattern or "spot." No heating of gun or variation of beam because of constant use.



Don't buy any rifle game until you see Targette

FREE TO OPERATORS Keeney Pin Game, Nail Set and Switch adjuster. Send in your name.

FULL PARTICULARS AND PRICES FROM KEENEY DISTRIBUTORS, OR FROM

J. H. KEENEY & CO. 2900 S. MICHIGAN AVE.
CHICAGO ILLINOIS
"The House that Jack Built"
NEW YORK CITY OFFICE 250 WEST 54TH STREET BABE KAUFMAN, Mgr.

Distrib Branch In San Antonio

SAN ANTONIO, Tex., Nov. 21.—Operators in this territory were quick to make use of the advantages offered by the newest branch of the Automatic Amusement Company at 508-510 Seventh street here. The branch occupies a modern concrete block building, size 80 by 150 feet, which is conveniently divided off into an office, display room, repair shop and warehouse room.

Local office is in charge of Orene Hay, originally "from west of the Pecos," but who has been engaged in the coin-machine business for the past two years prior to becoming connected with the Automatic organization a few months ago.

"Operators in South Texas territory seemed so pleased about the opening of our local office that they literally helped us move the furniture in place," Miss Hay says. "Business started off with a bang and we sold one operator three machines before the phones were connected and another operator five machines before our signs were printed. We have been so rushed that we haven't had time to plan a formal opening, but have found a dandy little retreat in the neighborhood and all operators are cordially invited to drop around at lunch time and be our guests in company with other operators in this territory.

"The local office will follow Automatic's usual policy of selling machines exclusively and not operating," further states Miss Hay. "This policy has met with the approval of all operators in the Ft. Worth territory and I am sure will be equally well liked by operators in this territory."

Among the many early visitors to the San Antonio office were Pat Newman, M. Starr, Oran Rutledge, H. W. Johns, C. E. Fowler, Mrs. Annie Mae Fowler, Booby Obadal, Lee Hughes, A. S. Johnson, Pickens Davis, Nick Males, E. L. Chitwood, T. E. Beck, P. B. Thompson, O. Edge, W. N. Wilkinson, O. C. Cannon, L. E. Mounger; Art Garvey, of the Bally Manufacturing Company, and S. L. Stanley, general manager and principal owner of the Automatic organization. Stanley is expected again within a few days in another one of his monthly trips around to the different Automatic offices.

National Amusement Sales Reports on Pacific Guns

CHICAGO, Nov. 21.—Charles Kaplan, president, and A. Tupler, secretary of National Amusement Sales Company, local distributor for Pacific Amusement Manufacturing Company, are reported to have made extensive surveys in the ray-gun market, and, upon receiving reactions well to their liking, to have tied up with Pacific Amusement Manufacturing Company on the distribution of both Pamco Marksman and Pamco Flying Duck for the Chicago area.

Both Kaplan and Tupler are said to possess a background of business experience and attainment that could easily be the envy of anybody. And their association with Pacific as distributors marks another step forward in their march toward success. Altho both men have been engaged in the coin machine business for some time and knew the ins and outs of it intimately, their activities of late have called for comment on the part of editors due to extraordinary moves which qualify the company they operate as being most progressive in nature.

Having watched the development of ray-shooting units for some time with considerable interest, and having the means to get behind any item of merit they might approve, it is reported that both Tupler and Kaplan were of a like opinion on Pamco's new gun-light units and decided to handle both exclusively. They visited innumerable locations of every type where both Pamco Marksman and Pamco Flying Duck were installed. They watched the play with considerable interest and are said to have even made tabulations on the play they received. Then, upon deciding to bid for Pacific's Chicago territory, they visited Fred McClellan, president of Pacific Amusement Manufacturing Company, and are known to have laid down heavy deposits on their initial order for 250 each of the units. Having placed these out on location thru their operator clientele and with the performance of both units meeting up with better operating requirements, a program of expansion is now indicated.

It is a well established fact that operators are turning to ray-shooting equipment more and more as a part of their operating endeavors. Taverns, drug stores, billiard rooms, cafes, clubs, wayside inns and many other establishments are calling for shooting equipment in answer to public demands for this form of all-legal amusement.

Reports from Pacific indicate that more surprises are in store for operators and jobbers in the gun-light field tied in with Marksman and Flying Duck.

Bankroll Easy To Place

NEWARK, Nov. 21. — Tom Jones, traveling mechanic for the George Ponser Company, recently returned from a tour of Southern and Midwestern States and is highly enthused with the reactions of the Bankroll operators.

He reports that "it really was a pleasure showing the operators how to set up and assemble the Bankroll bowling game and to notice how surprised they were when they discovered it only took about 10 minutes to uncrate, set up and get the game operating. A feeling of satisfied contentment came across their faces when they noticed how perfect the game was constructed and also when they discovered that the game could be had in three convenient sizes to fit all of their locations."

As Tom left a bit suddenly, he wishes to express his thanks to the many friends he made and for the very hospitable manner in which he was treated.

IT'S GOT 'EM ALL STOPPED
Keeney's
Targette
ELECTRIC RAY RIFLE GAME
NOW READY
ON DISPLAY AT OUR SHOWROOM!
100% PERFECT!
BOWLETTE KEENEY'S SENSATIONAL ALLEY SKILL GAME
2 SIZES — 14 FOOT MODEL 10 FOOT MODEL
STOP AND GO—1 BALL ODDS CHANGING PAYOUT
BABE KAUFMAN, INC.
250 WEST 54th STREET (CIRCLE 6-1642) NEW YORK, N. Y.

COINERS AT PARK——

(Continued from page 120)

the program committee and Harry A. Ackley as chairman of the pool committee. Special round table discussions will be arranged according to the wishes of those in attendance.

The coin machine trade will be represented by at least three speakers on the program. William Rabkin, of the International Mutoscope Reel Company, Inc., New York, will speak at the session of the AREA on "How I Collect Small Accounts." The NAAPPB program for December 3 lists Harvey Carr, editor of *The Coin Machine Journal*, and Walter W. Hurd, coin machine editor of *The Billboard*, to discuss the subject: "Modern Coin Machines—Their Possibilities in Amusement Parks."

Convention exhibit will have 103 booths and Hodge reports this week that all space had been sold and arrangements were being made for additional space to accommodate latecomers.

A number of coin machine firms, or firms known to the coin machine industry, will exhibit at the convention. It is anticipated that coin-operated target and bowling games will be featured chiefly by coin machine manufacturers. The following firms known to the coin machine industry were on the most recent list of exhibitors:

Dudley Lock Corporation; International Mutoscope Reel Company, Inc.; J. P. Seeburg Corporation, Mission Dry Corporation, Hahs-Groves Company, Rock-Ola Manufacturing Corporation, Buckley Manufacturing Company, National Amustment Device Company, Perey Manufacturing Company, Chicago Lock Company, *The Billboard*, A. M. I. Distributing Company, G-M Laboratories, J. M. Simmons Company, *Coin Machine Journal*, Pacific Amusement Manufacturing Company, Chicago Coin Corporation, Automatic Novelty Company, Genco, Inc., General Amusement Device Company and the Rudolph Wurlitzer Company.

AUTOMATIC MUSIC MACHINE OPERATORS, DISTRIBUTORS AND JOBBERS FROM CINCINNATI and surrounding territory, together with their wives, sweethearts and friends, gathered in the French Ballroom of the Hotel Sinton, Cincinnati, November 18, as guests of the Wurlitzer Manufacturing Company. This was one of 21 similar affairs being staged thruout the country by the Wurlitzer organization.

Acme NOVELTY CO.

23-25 NORTH 12th. ST.
MINNEAPOLIS MINN.

USED PAYOUT TABLES

Our Used Games Are Thoroughly Reconditioned and Ready To Operate

PUT AND TAKE, Front Door TREASURE SHIP, Late Cabinet	$9.85
TOP ROW Floor Sample	29.50
MAMMOTH BAFFLE BALL PROSPECTOR REPEATER TROJAN BALLY ACE DAILY DOUBLE	19.85
SUNSHINE DERBY,	32.50
ROCK-OLA'S CREDIT PAMCO PARLAY DOUBLE HEADER BALLY'S PEERLESS WHEEL O' FORTUNE PINCH HITTER	39.85
JUMBO " " "	35.00
BALLY DERBY RED SAILS BALLY BONUS, Tick. Mdl. GOTTLIEB RACES, Mult. MULTI-PLAY SUNSHINE BASEBALL	44.85
Bally All Stars Special Price,	39.50

ATTENTION !!!
Operators of closed territories, we have six Hurdle Hop 10-Ball Ticket Games. Exhibit Ticket Unit—Bowl-a-Type Game, NEW. in original crates.

factory price $97.50 | Our Price 69.50 | factory price $97.50

Jennings Flicker Late Model	74.50
FLOOR SAMPLES BALLY CHALLENGER SUNSHINE BASEBALL PAMCO BALLOTS TYCOON. Factory Reconditioned, New Front Door Model, Electro Pack	57.50
Stoner's Turf Champs LIKE NEW	89.50

NEW COUNTER GAMES

Cent-a-Smoke	$11.95
Bally Baby	15.50
Penny Pack	16.50
Davals Races	17.50
Davals Reel Dice	18.50
Davals Reel '21'	23.75
Punchette	4.95

NOTICE
All New Counter Games Sold on 10-Day Money-Back Guarantee, Tax Paid.

WURLITZER AUTOMATIC PHONOGRAPHS
Model P12 LIKE NEW $167.50
Write for Special Price on Other Models

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE NOW FOR COMPLETE LIST AND PRICES

BESSER BETTER BUYS
USED PIN GAMES

AUTO DART	$ 7.50
BALL FAN	8.00
BEAM LIGHT	3.50
BIG SHOT	16.50
CHAMPS	15.00
CRACKERJACK	10.00
CUE, JR.	7.50
FINANCE	10.00
LIGHTS OUT	37.50
NEIGHBORS	10.00
SCREAMO	7.50
SHOOT THE SHOOT	7.50
THRILLER	17.50
GENCO BASEBALL	6.00
WINGLITE	5.00
TOTALITE	17.50
T N T	7.50
SCORELITE	6.50
PAR GOLF	5.00

USED AUTOMATICS

ALAMO	$42.50
CREDIT (Ticket Model)	50.00
ROCKET	8.00
STAMPEDE	15.00
TYCOON	37.50
SUNSHINE DERBY	40.00
PUT 'N TAKE	10.00

Special Daval's "Reel 21"-- $14.50

1/3 Deposit, Balance C. O. D.
— OUR AMBITION —
"Not how many new customers we can get —but how many old ones we can hold."

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

BALLY ROLLS

New, in original crates. $259.00 machine for $189.00; floor samples, $150.00.

NATIONAL SCALE CO.
1415-1417 Washington Ave. South. Minneapolis, Minnesota.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Capehart Asks Music Men To "Get Sold" on Their Business

CINCINNATI, Nov. 21. — Automatic music machine operators, distributors and jobbers from Cincinnati and surrounding territory, together with their wives, sweethearts and friends, numbering nearly 250 in all, attended the Wurlitzer Manufacturing Company's good-will party and get-together in the French Ballroom of the Sinton Hotel here Wednesday night. Affair proved the gayest event ever held in local coin-machine history. A. W. Pence, of the Automatic Piano Company, Minneapolis, was guest of honor for the occasion.

Wurlitzer shindig got under way with a "pouring session," which began at 5 p.m. At 7:30 the genial throng sat down to a sumptuous banquet, which was followed by an entertaining floor show emseed and supplied by Horace Williamson, local booker. Music for the show and dance session that followed was furnished by Charles McClure and his tooters.

With the idea in mind of entertaining the guests rather than boring them, J. Harry Payne, Wurlitzer district manager, with headquarters in Newark, O., who had charge of all arrangements for the affair, held the speakers to a minimum, introducing, in fact, only one, but a worthy one in the person of Homer E. Capehart, vice-president of the Wurlitzer Manufacturing Company. Payne handled the details of the crackerjack party in tiptop shape.

After Toastmaster Payne introduced the guests at the speakers' table Vice-President Capehart launched into a brief but spirited talk on the coin-operated vending machine business, wherein he minced no words in telling what was wrong with the business, what could be done to remedy these faults and what his firm proposed to do to better conditions in the industry.

"The purpose of these Wurlitzer parties, which we hope to make an annual event," Capehart began, "is to cement greater fellowship among the coin-machine men, to raise the standards of the industry and to improve the conditions in the field. I know of no better way to do this than by getting together and breaking bread with friends and competitors.

"My chief purpose of being here tonight is to try to sell you on your business—the vending machine business. Personally I believe it to be the finest business in the country today. Looking at the industry from all angles and from the standpoint of returns from each $1 invested, I don't believe there's another business that has its equal.

"We're in a fine business, one that is fundamentally sound in every respect. The only trouble with the industry is the people in it. Too many of those engaged in the vending machine field today are not sold on their business. They're ashamed of it. They look upon it as a racket rather than as a legitimate enterprise. They have the wrong outlook on the business simply because they have never taken the time to analyze it and to compare it with other legitimate businesses.

"The vending machine business may be divided into two classes—those machines that vend entertainment and amusement and, secondly, those that vend a service or a commodity. Both divisions fill a definite need in the business world. They surely cannot be classed as rackets, but on the contrary good, sound, substantial business enterprises to be operated in a good, sound business way. The fact that the money seems to come so easily gives too many in the business the idea that it's a racket.

"We must take a different attitude on the business; we must realize that it's strictly a legitimate undertaking and we must eliminate a lot of bad practices. The unscrupulous minority who look upon the business as a racket must be eliminated if we hope to continue to progress and flourish. These unscrupulous fellows are found among the operators, jobbers, distributors and manufacturers alike.

"It is imperative that you get sold on your business and become proud of it. If you don't you're going to be outlawed. It is a most profitable enterprise, but it must be put on a higher plane, which it rightly deserves. The chief trouble is that too many of you don't have the proper viewpoint. That angle must b eliminated. You must organize, clea up and dress up your business an make up your mind that you're in a legitimate enterprise that compares with any other high-class industry in the world today."

Capehart stressed, too, that the Wurlitzer organization is not going to be stampeded into imitating other manufacturers. "Neither does the Wurlitzer organization believe in the practice of making rapid-fire and frequent changes that obsolete equipment overnight," Capehart added. "Wurlitzer products in the future, as in the past, will be new and original. We do not believe in the practice of imitating."

Ralph Young, national president of the National Council of the Coin Machine Operators' Associations, in a few well-chosen words, heaped praise upon Capehart for the splendid progress the Wurlitzer organization has made under his direction and welcomed Capehart to return to Cincinnati often in the future.

Rest of the evening was given over to dancing, drinking and general merry making that lasted until the wee sma' hours of the morning. All present participated in the fun making and horseplay, even Vice-President Capehart, generally reserved on occasions of this kind, treated the crowd with some classy demonstrations of terpsichore.

Other Wurlitzer officials present in addition to Capehart and Payne were John A. McIlhenny, assistant to Capehart; Harry F. King, Capehart's personal secretary; W. F. Merchant, district representative.

Mrs. C. H. Dawson, wife of a local operator, was winner of the studio piano given away by the Wurlitzer firm during the evening.

To date Wurlitzer good-will parties have been held in Boston, Chicago; Greensboro, N. C.; Atlanta, New Orleans, Nashville, Cincinnati and Cleveland. Buffalo party is slated for tonight, with Dallas for tomorrow night. Others scheduled are Little Rock, Ark., November 24; Louisville, 25; St. Louis, 28; Kansas City, Mo., 30; Omaha, December 1; Minneapolis 3, and New York City, 6.

CLEVELAND, Nov. 21. — Following a similar affair held in Cincinnati Wednesday night, the Rudolph Wurlitzer Company, of North Tonawanda, N. Y., tendered a good-will party to music machine men, their wives and sweethearts last night. Affair was staged in the Hotel Carter and 500 guests sat down to an elaborate banquet and floor show in the Petite Cafe.

Party began to assemble at 6:30, and an hour later dinner was served. Homer E. Capehart, Wurlitzer vice-president, was the speaker of the evening. He delivered an inspiring and interesting talk, in which he reaffirmed the policies of the organization.

J. Harry Payne, district manager for Wurlitzer, planned banquet and entertainment and was warmly complimented on decorations, dinner and artists. Harry F. King, personal secretary, and J. A. McIlhenny, assistant to Capehart, were other officials in attendance.

It is planned to make these good-will banquets an annual event. There are 21 this year extending thruout the States.

NEW ORLEANS, Nov. 21.—Music machine men from the States of Florida, Alabama, Mississippi and Louisiana, together with their wives, friends and girl friends, enjoyed a full evening of entertainment and a fine business talk by Homer Capehart, vice-president of Rudolph Wurlitzer Company, at a party held at the exclusive Tip Top Inn of the Roosevelt Hotel. Al Mendez, Wurlitzer district representative, handled all arrangements.

At the close of the banquet and show Capehart launched into a fiery speech about the music machine industry that left his listeners with a clearer understanding of the excellent advantages of the business and its wonderful future "that hinges on the manner in which you operators conduct yourself in the time to come."

Capehart was accompanied to New Orleans by Harry F. King and John McIlheeny, his assistants. They flew from here to Nashville.

Art Nagel Seeks Speedier Shipments on New Bolo Game

CLEVELAND, Nov. 21.—Art Nagel, of the Avon Novelty Sales Company, has just returned here from a trip to Utica, N. Y., where he went to see what could be done about speeding up deliveries on Bolo.

"Our business has been growing at such a pace," Nagel says, "that we have been forced to move into larger quarters. In that way we will be better able to serve our customers. Our service department will be in charge of an expert mechanic and will carry a full line of parts."

Nagel stresses the fact that his organization does not sell to locations.

TARGETTE CAUSED IT ALL—Left to right: Sam Rubinowitz and Babe Kaufman, of Babe Kaufm[illegible] Inc., New York; Milton Green, of Amusement Distributing and Sales Comp[illegible] New York, and Jack Keeney, of J. H. Keeney & Company, Chicago. Taken at Chicago airport.

Rockola Forecasts Big Year

CHICAGO, Nov. 21.—David C. Rockola, who recently introduced his new 1937 phonograph, the Rhythm King, has had eight men investigating conditions thruout the United States, particularly the conditions affecting the coin-operated phonograph business.

After a careful perusal of numerous reports from his traveling representatives Rockola had the following to say:

DAVID C. ROCKOLA

"I have always made it a point to be conservative in any predictions. I would rather underestimate a situation and then be pleased to see my estimation exceeded, so I am keeping conservatism in mind in summing up the consensus of reports which have recently reached me. I am reasonably satisfied that the coming year of 1937 will be the most outstanding we have ever had for coin-operated machines of all kinds, and particularly coin-operated phonographs.

"There are a number of reasons for this opinion, of which the most outstanding is the following: "There is no longer any doubt about the improvement in business conditions in general. We are heading right into an era of prosperity. This means that locations of the type suitable for phonographs are going to expand or, in other words, there will be established new locations of taverns, resorts, clubs, recreation parlors and other establishments where the installation of a phonograph is evident, which all boils down to the big factor that with new locations operators are going to find new outlets for phonographs. The result will obviously be more opportunities for the phonograph operator to find suitable locations.

"It is because of the increase in phonograph locations that I recently took the stand that, as operators, we should be very careful to maintain the splendid opinion and prestige which coin-operated phonographs and phonograph operators now enjoy. I firmly believe the biggest reason radio has remained a dignified and wholesome industry of respect is chiefly due to a careful vigilance of producing quality decorum and dignified respect.

"In conclusion, from all indications of various reports I have carefully examined phonograph operators can reasonably anticipate a big increase in their business during 1937. Reports reaching me from our numerous men on the road who have been introducing our new 1937 Rhythm King lead me to believe that the upturn of phonograph business will be rather gradual the first two or three months of the year, but by early spring I believe phonograph operators will certainly enjoy excellent business, and, naturally, it is needless for me to add that I fervently hope that all operators of all types of coin-operated machines will enjoy during 1937 the largest incomes with which they have ever been favored."

Animation Principle Is Called Keeney Success

CHICAGO, Nov. 21.—Fast-moving animation principle used in the Stop and Go table game and now a similar principle used in the Targette ray rifle is said by officials of J. H. Keeney & Company to definitely prove that the firm has been on the right road in the development of modern amusement games.

"The already proven advancement designed by Keeney's ingenious engineers," they state, "is a back and forth moving target that travels at a faster speed with every successive hit. This is an unusual combination of skill and animation appeal that is attracting heavy play, according to the first location reports.

"While the game is of intense interest to the skilled marksman, its play is not so difficult as to prevent the average person from deriving full pleasure.

"Another exclusive Keeney development is its adaptability to an individual location space. The range cabinet can be hung on the wall, it can be lowered on its standards to any desired height, and its standards are adjustable to a height sufficient to offer clearance of a bar, counter or booth. It can be operated from 15 to 35 feet and in any amount of light, making it a very practical machine for any operator."

Modern Vending Record Praised by Wurlitzer

NEW YORK, Nov. 21.—Paul Bennett, manager of the games division of the Rudolph Wurlitzer Company, while on a visit here at the offices of the Modern Vending Company stated that "Modern has made a unique sales record for the Skee Ball machine this past month by using an average of two carloads of the machines every day of the month.

"We believe this clearly demonstrates the tremendous sales ability of Modern Vending Company and we highly commend both Nat Cohn and Irving Sommers for the marvelous work which they have so far accomplished," Bennett continued.

Modern officials say they will even beat their own record during the coming month. They point to the large number of orders they already have on hand, and that they haven't been able to get enough machines to fill these orders, so fast do they accumulate.

Cohn also explained: "We have 12 trucks on hand all the time now to take care of the shipments of Skee Balls as we receive them daily. I only wish that it were possible for the Wurlitzer factory to give us more of the Skee Balls. But we realize that other distributors thruout the country are also eagerly awaiting the games and since we easily fill our quota each month the factory has promised to once again step up production to get us more of the games so that we can better satisfy our customers."

"There is only one reason to which we attribute the remarkable sales we are enjoying for the Wurlitzer Skee Ball," Sommers added, "and that is because it is the finest game of its kind in the country. I also want to state here and now that Paul Bennett's marvelous advertising and sales work has been largely responsible for the demand continuing to increase almost every day when other similar machines are just about ready to get off the market. Between Paul's marvelous work and Mr. Capehart's sales instructions and encouragement and the Wurlitzer factory which builds such beautiful and perfect equipment, we feel that Skee Ball is going to go on for many months to come as the leading game in the industry."

Pacific Builds Bee-Jay

CHICAGO, Nov. 21. — Pacific Amusement Manufacturing Company this week announced a new payout table called Bee-Jay. According to officials of the firm, it is one of the cleverest ideas ever turned out at the Pamco plant.

Principle of play follows: When coin is inserted player gets one shot to shoot the ball on its fascinating run down the field. First, there's a straight row of 11 skill channels at top of the board numbered 2, 4, 6, 10, 16 and 30. Player establishes his odds by propelling the ball thru one of these and the value is instantly posted at the very top of the light-up board. Then the ball proceeds farther down, wending its way past spring points and bumpers thru one of seven channels numbered from 17 to 21, inclusively. Center channel at this stage of the game is the main hazard, for it leads the ball into a 'bust' hole and a new game begins.

"However, the chances are that the ball will escape this 'bust' hole and run thru one of six lanes numbered from 17 to 21, thereby establishing the player's hand. Whatever the player's point may be, it is also posted on the light-up board. So, with the odds and player's point both illuminated, we come to the third act in Bee-Jay. At the very bottom of the field there are nine pockets for the dealer. Six of these are identified by numbers ranging from 17 to 21. Three scattered holes are marked 'bust.' And, as in the game of black jack, the player must get the ball in a hole of lower denomination than the point established in midfield. If he does this, or gets the ball in a 'bust' pocket at the bottom, he breaks the dealer for the odds posted on the light-up board. There's a row of signal lights for both player and dealer on the light-up board to indicate the player's point and dealer's point. This avoids confusion on awards, same being made automatically. Should the player 'tie' the dealer, no award is made.

"The game is equipped with electropak, check separator and A. B. T. single nickel chute which displays last five coins. The cabinet is said to reflect true custom building and is ornamented with many modern color designs blended into natural wood grain effects."

READY FOR IMMEDIATE DELIVERY
THE NEW DAVAL COUNTER GAME HIT!

REEL DICE

The greatest dice ACTION counter game ever built, with reel SUSPENSE and true dice play! Plays the FIELD! Plays the POINT! Plays the NATURAL! PAYS REEL ODDS! AND IS UNCONDITIONALLY GUARANTEED--PLUS OUR OWN 10-DAY FREE TRIAL! Enclose 1/3 Deposit with Order—We ship Balance C. O. D., F. O. B. NEW YORK. BE FIRST—RUSH YOUR ORDER NOW!!!

$18.75
TAX PAID
4-WAY PLAY

REEL
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3682 BROADWAY (TEL. EDgecomb 4-3545) NEW YORK

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Rola Score
Bally Rolls,
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Write for Prices

P12 WURLITZER PHONOGRAPHS
$150.00

AUTOMATIC PAYOFF USED GAMES

Paces Races	$215.00
Jumbos	32.50
Bally Derby, All Stars, Pari Mutuel, Ten-Ball Ticket Air Lane, Five-Ball Ticket Booster—Your Choice	49.50

NOVELTY USED GAMES

Lights Out	$32.50
Mad Caps	$22.50
Totalites	$12.50
Short Sox	$25.00
Torpedoes	$12.50

COUNTER USED GAMES

Buckley Horses	$ 7.50
Tit Tat Toes and Tic Tac Toes	$5.00
Reel 21	$15.00

Orders filled in rotation. Write, wire or phone. All Games guaranteed. Rush one-third deposit. Immediate shipment on Paces new All-Star Comets, Hold 'Ems, Bolos, Excels and all the new Shooting Games and Automatic Pin Games. Get our liberal Trade-in Allowances before buying and save plenty of money.

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SALES COMPANY
191 Second Ave., North, Nashville, Tenn.
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All Machines Are in Excellent Condition

RADIOS AT FACTORY PRICES 50% OFF

The newest, smartest 1937 models in Radio at unbelievably low prices. That's the Pilgrim line! A wide selection of sets which are the tops in beautiful and striking appearance. Made with fine quality tested and licensed parts and tubes. Backed by our sensational 30-day FREE trial offer and unconditional one-year parts guarantee. The ideal radios for Salesboard and Coin Machine Operators, Bingo Workers, Premium Users, etc. Send coupon today for our big illustrated FREE catalog showing 26 amazing, new, exclusive Pilgrim features, special 4-star sales plan, detailed information and prices on the finest Radios ever made at startling low prices. Don't stock up on Radios until you see this great catalog. You'll get more satisfaction and save money.

USE COUPON for FREE 1937 CATALOG

PILGRIM ELEC. CORP.,
44 W. 18th St., New York, N. Y.

Gentlemen:
I want to see your amazing new line of radios Please rush me your FREE illustrated 1937 Catalogue.

NAME ....
ADDRESS ....
CITY ....STATE ......
Dept. B-11-28.

PILGRIM ELEC. CORP.
44 W. 18th ST., NEW YORK, N.Y.

Visible Jackpot Added To Reliance Peps Play

CHICAGO, Nov. 21.—By adding a visible jackpot display to the Reliance payout dice game play is increased as high as 150 per cent, according to announcement just released by the maker, Bally Manufacturing Company.

Discussing the new play-boosting feature, Ray Moloney, Bally's president, pointed out that Reliance has now enjoyed a run of almost a solid year. "And," he added, "by the way, our new super-flash model is clicking with the public. It looks like this clever, mystifying game will keep going for a long time to come.

"The new super-flash model is equipped with a jackpot front holding $25 worth of actual quarters or $5 worth of nickels on the 5-cent model. This front, bulging with real cash, makes a much greater flash than the display of gold-award tokens formerly used; and, as our tests prove, the public reacts favorably to this appeal. Operators who have tried the new super-flash Reliance are amazed at its great earning power, and a number of oldtimers have told me that the machine is the fastest money maker they've seen in years. They are also pleased with the new low price, which is possible by the fact that we have been able to maintain a mass-production schedule over a period of almost a year.

"Reliance is described as a counter game which reproduces every play known to regulation '7-11' dice, using true, genuine dice which spin and whirl as if thrown by hand. As in real dice, the player continues to play till he makes his point or loses the dice by throwing a seven."

Potash and Perlmutter Welcomed in New York

NEW YORK, Nov. 21.—Paul Gerber and Max Glass, the "Potash and Perlmutter" of the coin machine trade, attended the operators' gala party here recently and remained for a few days to discuss business conditions with other distributing firms here.

Their visit developed into a fraternal meeting of distributors, and the Chicagoans were given a hearty reception in return, the New Yorkers say, for the hospitality recently shown to distributors visiting in Chicago when Gerber and Glass entertained them at the Sherman Hotel. Gerber and Glass were questioned about the large territory which they cover in the Middle West. The number of States they service is considered a modern merchandising miracle by distributors here, who highly complimented both Paul and Max on the fine work they have done in selling to so large a territory.

Nat Cohn and Irving C. Sommers, of Modern Vending Company, and Willie Blatt, of Supreme Vending Company, Inc., were loud in their praise of the firm's fine and ethical business practices. They explained that Gerber & Glass is one organization which does not ship machines into any territory but its own and that it follows all the rules for the ethical distribution of machines.

Paul and Max were royally entertained by the Eastern coin machine men and were also invited to be preesnt at all future affairs to be held in this city. Some of the men here feel that they have at least partially repaid Paul and Max for the fine party they were given in Chicago a month ago.

PRICES TALK
WE WILL NOT BE UNDERSOLD

30-Reel 21's $12.50

LATEST MODEL—ORIGINAL CARTONS.

How Many Groetchen 21s and Hi Stakes Can You Use? Wire Us Quick

3 MILLS PEARL HARBORS 6 GOLD RUSH	$7.50
8 DE LUXE 46 12 DOUBLE SCORES	$15.00
6 SUNSHINE DERBIES 8 JUMBOS 3 BONUS	$19.50
ROCKOLA TROJANS, $22.50.	
4 PEERLESS 2 BONUS 3 TYCOONS	$27.50
7 BALLY DERBIES 4 CHALLENGERS 7 HIALEAHS 4 PALOOKAS 6 PAMCO PINCH HITTERS	$39.50
8 BEST NATIONALLY KNOWN $300.00 15-Ft. BOWLING GAMES Wire Us for the Name.	$135.00
PACES RACES, $235.00	

Wire for Best Prices on Good Used Paces Races and Ray's Tracks.

United Amusement Co. 908 McCullough SAN ANTONIO

Bazelon Reports Sales Spreading Over Nation

CHICAGO, Nov. 21.—Roy Bazelon, head of the Monarch Coin Machine Company, Chicago, recently reported with pride that his organization boasts the largest and most varied stock of reconditioned games in the Middle West. "Inspection of warehouse and display rooms will lead you to believe that in all America there is no distributor who can offer the operator so great a selection of equipment," he said.

"Models dating from the early days of the industry stand shoulder to shoulder with the latest releases and operators have been heard to say that if Monarch hasn't got it it was never made.

"An efficiently equipped workshop is staffed with a group of factory-trained mechanics who allow no game to be shipped until it is in first-class working order. Each reconditioned machine is inspected to assure customers of their money's worth. Reconditioning processes at Monarch overlook no detail. The games are gone over from leg adjusters to pins and in every case the games leave the work bench in perfect working order.

"Expansion plans are under consideration due to the heavy mail-order business that comes from every State in the Union and from several foreign countries. We attribute the daily flood of orders to steady advertising, backed up with a consistent program of circularization. We plan a larger warehouse and an even more efficient reconditioning department to keep up with operators' many orders."

Further extension of Monarch's activities is seen in negotiations which will make the company distributor for some of the leading manufacturers. In addition to the regular games on display, a complete line of salesboards is available.

Railroad and Tycoon Set Endurance Record

CHICAGO, Nov. 21.—Tycoon and Railroad table games are said to demonstrate clearly the possibilities in building games that continue to sell over a long period of time, officials of the Mills Novelty Company say. "The games were developed to prove a theory of long life for amusement games," according to Vince Shay, general sales manager, "and the record of the two games has proved that the idea is sound, altho prevalent manufacturing practice is built on the theory that table games can only last a short while."

"The record of Tycoon shows a gradual increase in sales and it is really going stronger right now than ever. In fact, Tycoon will hold the record against any game for long life and earnings. Its features are so well known to the trade that we do not need to mention them. But we do want to stress the fact that the game has to its credit a long period of sales and increasing favor among operators, when the usual amusement table is supposed to only last a few months.

"Railroad, a thrilling table which offers the player so many ways to score his point, is also making a similar record and once again we demonstrate the Mills ideal of building only games that have long life and make real money for the operator. Our production and sales records on the Railroad table show a nice steady run and reports from operators show that it lasts when they get it on locations. There are so many interesting play features on the game, of course, that it could be expected to last. But back of the attractiveness of the game is the sound policy of the makers to develop ideas in accordance with the ideal of building only that which will have wide and lasting appeal and to build it mechanically so that it will last."

Buckley Announces New Payout Game for Trade

CHICAGO, Nov. 21.—Buckley Manufacturing Company announces a new one-ball payout table called Combination. It is said to have the appeal of the slot machine and an unusual playing mechanism.

Officials of the Buckley firm, in describing the game, say that the playing process is essentially simple, but it has a fascination and a thrill which attract repeat play in a big way.

An unusual feature is the fact that the ball never leaves the field. Upon the insertion of a coin a barrier goes up releasing the ball for play. As the ball travels down a runway to the plunger it releases a spring which starts three reels spinning in the center of the field board. If the reels stop and spell the word "win" the player is sure of an award. The next procedure is the actual playing of the ball to determine the odds. This calls for a combination of skill and luck, adding excitement to the game. The ball is shot back up the field and it has the opportunity to land in one of 14 channels that bear payout odds of 2 to 20. Once the ball rolls into this channel it is stopped by the barrier except in the case of two "free" channels which allow the ball to pass down the field for another complete play.

Combination is equipped with a large steel ball and a Buckley automatic payout unit. Test locations have not only proved Combination to be a successful money maker, but a machine fully protected against lost operating time. This is due to its "battleship" construction. Completely shielded in metal, Combination can stand the heaviest play on any location. Its appearance is distinctive and the table is constructed with very beautiful chrome fittings.

Bill Wollen, sales manager, invites every jobber and distributor in the country to secure a sample of Combination. It is being shipped open account for inspection and trial.

To Feature Two Games

FAYETTEVILLE, N. C., Nov. 21.—Joe Calcutt, president of the Vending Machine Company, is featuring the new Reel Dice game made by Daval Manufacturing Company and the new Sequence pinball game. Calcutt piled up a big sales volume on Reel "21" and Excel devices and he expects to outdo the former record with the two new games.

"Reel Dice is a counter game that will set a new record," Calcutt stated. "The game is not only built better but it is the type of game which assures the operator of large profits. Reel Dice is the kind of game that gives the player of dice the action he wants. It allows him to play every part of the game and is so simple to understand that no scorecard is necessary. The action of the reels is very fascinating in this game, for they somewhat resemble the spinning dice before they come to rest and tease the players with various combinations showing as they spin about until the combination the player gets comes to rest."

"The new Sequence pin game," Calcutt says, "is a real accomplishment. It not only gives the player a double chance to score but gives him the payout action in changing odds and changing action and gives him skill action with plenty of suspense and thrills in every shot of the ball."

Five-Day Trial Offer On Chicago Coin Game

CHICAGO, Nov. 21.—Chicago Coin Corporation has instituted a policy to assure complete satisfaction to all customers. The organization invites any operator to make contact with his local jobber or distributor and arrange for a five-day free trial guarantee on the purchase of Sweet 21. If after this trial he is in any way dissatisfied the machine can be returned and the purchase price refunded. In a situation where there is no local jobber available operators may order direct under the same free trial guarantee.

"We offer this guarantee," officials state, "with complete confidence based on marvelous location reports and hundreds of favorable comments. We are sure that once any operator gives this dynamic adaptation of blackjack, Sweet 21, a fair operating trial, he will undoubtedly be convinced by actual location facts that this machine ranks high as a profit maker.

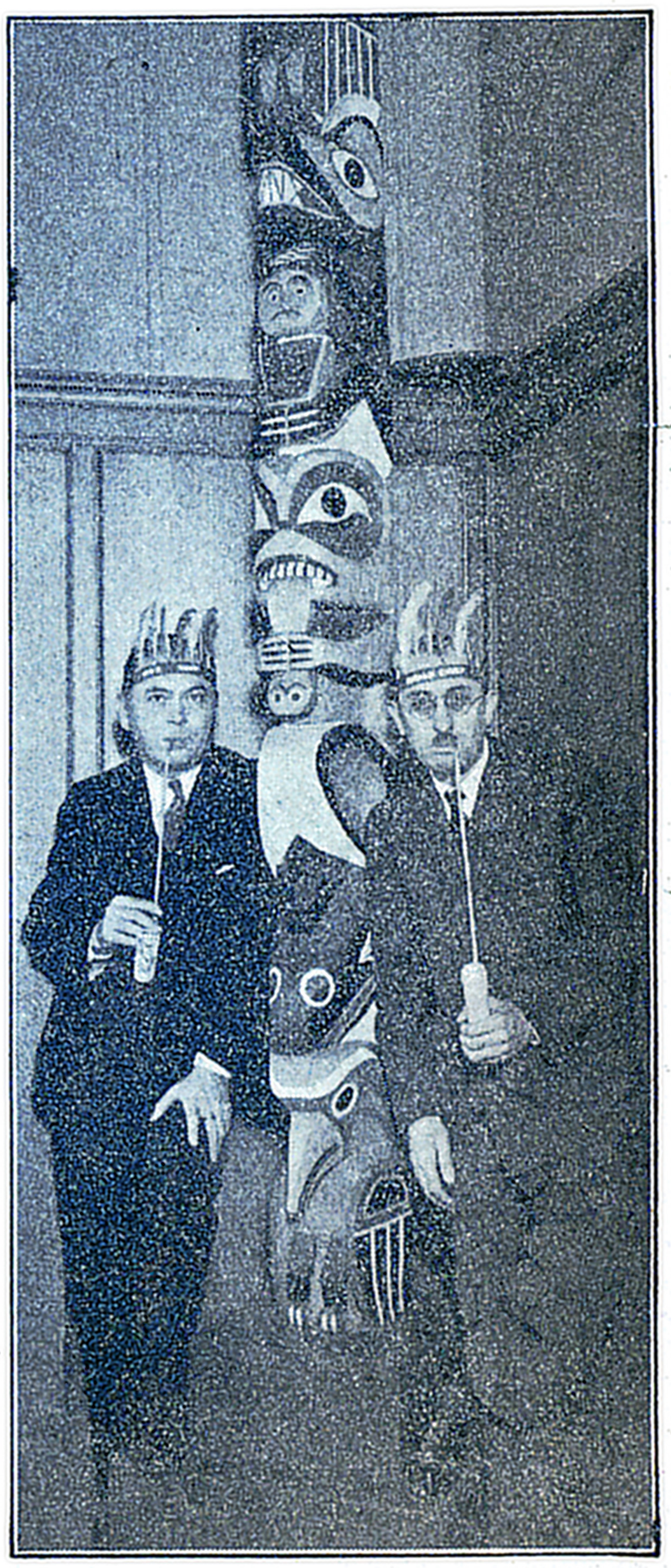
"Rola Score, our popular nine-foot bowling game, is enjoying a consistently heavy play on all its locations, too. Production reports show that it is piling up immense sales records."

Gardner Catalog Mailed

CHICAGO, Nov. 21.—The 35-year reputation of Gardner & Company was emphasized this week when the firm started mailing its new 144-page catalog of salesboards to old and new customers all over the country.

Abundant in color, large in size and elaborate in design and makeup is what officials of the firm say about the new book. "In its pages are to be seen the most complete and comprehensive selection of candy, cash and cigaret boards and also a wide variety of cut-outs and plain boards," they state.

"The Gardner catalog clearly shows the results of outstanding experts in salesboard manufacturing. The men connected with our factory have behind them years of salesboard manufacturing experience and are men who have the ability to work out new ideas that are profitable to salesboard operators. The flashy catalog is free to operators everywhere and will suggest boards to cover every requirement."

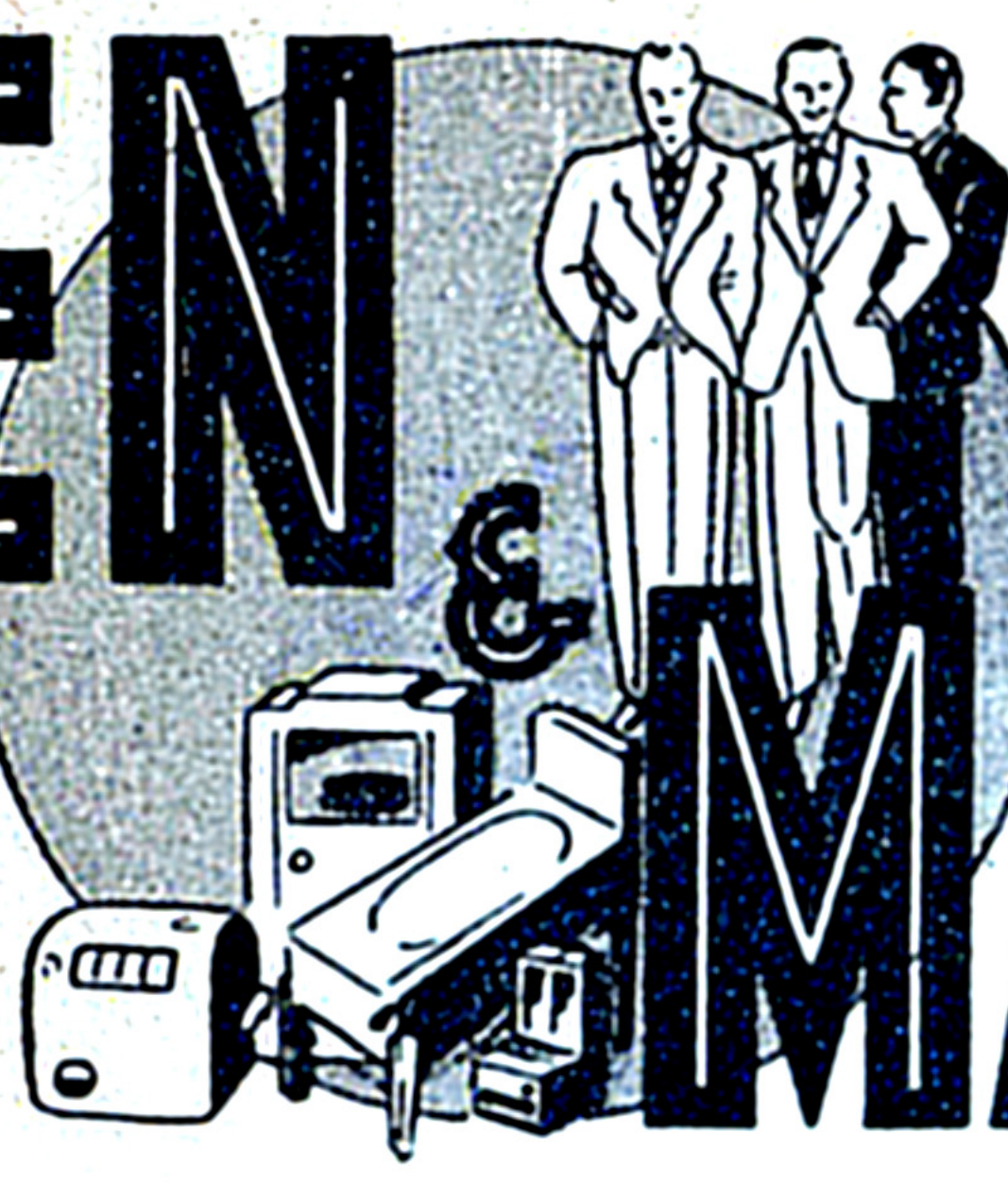


S. L. (CHIEF MIGHTY MESSAGE) STANLEY (left), of Automatic Amusement Company, Memphis, and Meyer (Chief Wise Owl) Marcus, of Markepp Company, Cleveland, claim honor of being the first to enroll in the Tribe of O'Toole Indians, fraternal order sponsored by Bally Manufacturing Company.

9 10 Free
No Duplicate Numbers
Delicious Assorted Chocolates
Fine Chocolates

MAKE BIG MONEY
WITH ARCADE'S GREATEST HIT OF THE SEASON
THE FREE PUNCH CANDY DEAL
9 of Every 10 Punches Are Free.
6 Five-Pound Boxes of Delicious Assorted Chocolates on a 1,000-Hole Board. TAKES IN $15.00.
COSTS YOU ONLY $5.20 EACH F. O. B. ST. LOUIS
THIS DEAL HAS BEEN THOROUGHLY TESTED AND PROVEN A WINNER.
Rush Your Trial Order Today.
TERMS: One-Fourth Deposit, Balance C. O. D.
ARCADE NOVELTY CO., 927 WALTON AVE., ST. LOUIS, MO.

MEN & MACHINES



Louise Otto, efficient steno in D. Gottlieb & Company's office, Chicago, with the organization six years, will announce her engagement this week to a lucky chap named Walter. Gottlieb personnel pour forth all good wishes, but also hope Wally permits the efficient Louise to continue with the company. After so many years with firm her departure would be keenly felt.

Frank Bannister, popular manager of the AAA Novelty Company, Indianapolis, was in Chicago during the past week looking over the products of the coin-machine industry. Bannister always goes "one better," so he took on Rock-Ola's One Better for his territory, placing a large order for the one-shot payout game.

Sam London, of Milwaukee; Ted Bush and Henry Greenstein, of Minneapolis, and I. H. Rothstein, of Philadelphia, were recent visitors around the D. Gottlieb offices in Chicago. Bush operates the Acme Novelty Company, and Greenstein has the Hy-G Games Company.

Joe Frank, of Nashville, reports a good business on Rock-Ola's Tom Mix radio rifle. While in Chicago last week he filed a large order with Rock-Ola for future delivery.

Myer Gensburg, of Genco; Dave Rockola and G. J. (Jack) Nelson, of Rock-Ola Manufacturing Company; Paul Gerber and Max Glass, Gerber & Glass; Ray Moloney, of Bally Manufacturing Company, and Fred McClellan, of Pacific Amusement Manufacturing Company, were among the many Chicago men to attend the annual banquet of the New York operators Sunday of last week. At this party Ray Moloney and Fred McClellan put on an adagio dance that was one of the highlights of the affair.

Sam Kressberg, of the Capitol Automatic Music Company, New York, took a number of the boys for a "ride" to see the sights in the big city, sporting a new automobile the length of a Pullman car.

Ben Robinson, of Des Moines, Ia., was a visitor around Chicago's factories and jobbing houses during the week. Robinson reports a license bill in the making for Des Moines, being prepared by the city attorney's office. He also states that all ops are enjoying a brisk business and that his purpose in coming to Chicago is to supervise a shipment of Exhibit's Chuck-a-Lette and Rotary Merchandisers, both games having proved successful during test periods.

Albert M. Koplo, of Rock-Ola's phonograph division, in a number of contacts made with music operators during the past few weeks, found the business of the operators has had good increases, a fact evidenced by the orders now being placed for new phonographs.

Charlie Zender, formerly coach and trainer for a number of years in Mills' McCoy Bar, has been promoted by Vince Shay to superintendent of repairs of rebuilt equipment. Vince assures his trade Charlie will give them every courtesy and service in his new capacity.

Art Nagle, president of Avon Novelty Sales, Cleveland, was a visitor in Chicago last week with Mr. Isaacson, also of Cleveland. Both were callers at the various factories to look over the new lines.

Lila Micklin joined the staff of the Hy-G Games Company, Minneapolis, in the role of stenographer, taking over the duties of Cora Fagnan, who is now assisting Hy Greenstein on the sales floor.

Babe Kaufman informs that last week she paid off her last notes to the Rudolph Wurlitzer Company for her 200 Wurlitzer phonographs. "Now," smiles the Babe, "I'll let these music machines work for me."

December issue of *Popular Mechanics* magazine, on pages 872-873, carries excerpts of the full-page advertisement recently run in *The Baltimore News-Post* by the Oriole Coin Machine Corporation, of Baltimore.

Ray Johnson, of Priceville, Ill.; Eric Olsen, of Moline, Ill.; R. B. Oslund, of Spokane, and F. A. Wittern, of the Hawkeye Novelty Company, Des Moines, were also recent visitors around the various Chicago factories.

Jack Mooskrant, of the Lansing Amusement Company, was a recent visitor in Chicago, where he looked over the newer lines for his Illinois territory.

Harold Weif, of Triangle Novelty Company, Indianapolis, spent a few days around Chicago during the past week making purchases of the latest in coin-machine equipment.

Ken C. Willis, Pamco's traveling representative, returned to the main office of the company in Chicago last week for a brief consultation with company executives. Willis had been in the East covering the area betwen New York and Fayetteville, N. C. He was recently seen with guests around the International Club, Philadelphia, and the Cotton Club, New York.

Elmo Primmer, of the Midwest Novelty Company, Muskogee, Okla., reports a big business in that section. Primmer also has an office in Tulsa. Primmer was recently in the Chicago area buying games.

Joe Eisen and Dave Margolin, principals in the Penn Coin-o-Matic Company, have been appointed distributors for Pacific's Marksman in Delaware and Eastern Pennsylvania.

Leo J. Kelly, general sales manager of Exhibit Supply Company, is in Minneapolis showing the Chuck-a-Lette, Shoot-a-Lite and Trap-Lite games to operators in that vicinity. Showing is in connection with Silent Sales Company grand opening in newer and larger quarters.

NOW in our NEW LOCATION
5997 Euclid Ave., Cleveland, Ohio
Come in and see our New Display Rooms
IMMEDIATE DELIVERY GUARANTEED
THE SENSATIONAL NON-PAYOUT PIN GAME
BOLO
LEGAL EVERYWHERE
2 or 5 Ball Speed Play.
Just like real bowling!
Operators are getting their money back in 2 and 3 days.
ALL TYPES COIN OPERATED MACHINES CARRIED IN STOCK
RUSH YOUR ORDERS TODAY!
AVON NOVELTY SALES CO.
SERVICE THAT MERITS SALES
5907 EUCLID AVENUE
CLEVELAND, OHIO
Terms: 1/3 Cash, Balance C. O. D.
\$54^{50}
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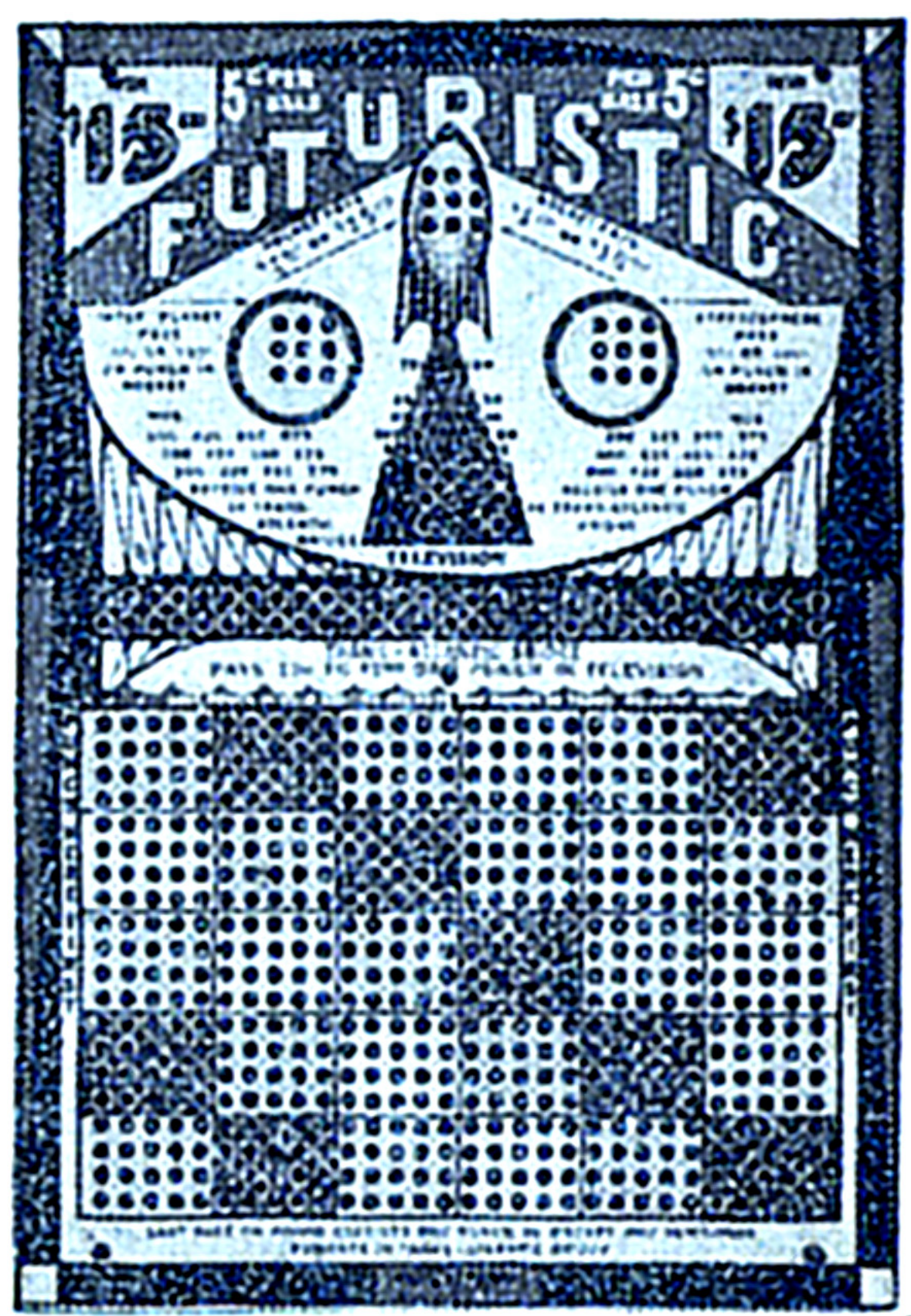

Genco Sales on Happy Days Make Big Record

CHICAGO, Nov. 21.—Gensburg brothers, of Genco, Inc., say that their new six-ball novelty game, Happy Days, promises to be another winner. The thing that really puts it over, they state, is the clever "change your luck" feature incorporated in the machine for extra playing thrills.

Dave Gensburg described the feature as one in which "the player, by playing the ball over a unique bridge marked Change, changes the combination of numbers he must make to win, and thus can often pull victory right out of the jaws of defeat. For keeping the players tantalized and excited right up to the last shot this change-your-luck feature of Happy Days is a wow.

"We have tried to load Happy Days with [illegible] slew of excitement. The minute your shot goes careening around the curve and off the rebound spring things happen. If the ball drops into any one of the four bonus holes the player is put in line for a pay-off boost. If the ball hits the double kicker the payoff is doubled. And if the shot slithers over the change bridge the numbers he's trying to make go off, a new combination to go for flashes on, and the player has the equivalent of an entire new deal.

"All these special features make Happy Days look so easy to beat it must be a cinch to make it next time, so the play keeps going. The game itself is a six-ball straight table with all the excitement of an automatic payout. In addition there are four bonus balls which, if bonuses are made, add to the payout. A lighted scoreboard flashes the numbers to be made and gives pay-out odds. Operators are protected by a flashing tilt indicator and a visible slug-proof coin chute.

"Happy Days is completely automatic, fraud-proof, fool-proof and mechanically perfect. It is sturdily constructed of finished blond woods and is finished in modern and colorful style.

"We've tested Happy Days carefully in a whole variety of locations, and we've found that it has that something that makes a game go over. Reports are that Happy Days is clicking with operators and distributors in a sensational manner. A case in point being an eight-carload order that came in from the East within 48 hours after receipt of a sample machine."

Big Order for Hold 'Em

BROOKLYN, Nov. 21.—Dave Robbins, of D. Robbins & Company, reports that Hold 'Em, Stoner's novelty football game, is selling bigger than any of the previous Stoner games. He says that he has placed an order for 1,000 Hold 'Ems.

"I expect to sell at least 2,000 of the games if I am any judge of a real winner," says Robbins. "The public is fond of football. Stoner was smart enough to produce the only novelty football game this season. Due to the fact that Hold 'Em can be played with two coins, the new game is earning almost twice as much money as any of the previous Stoner games. Altho Stoner has added many additional men to its pay roll, the demand is so great that it is having difficulty in filling orders promptly for the new football game. Another game that is keeping the Stoner plant humming is Turf Champs, a combination ticket and cash payout game with five balls. Altho first introduced a year ago at the Chicago show, we can't get Turf Champs fast enough to fill our orders."

A-HUNTING SHE GOES—Babe Kaufman, in the very latest in hunting costume, tries a Keeney Targette. The dog is Oriole-Seneca-Joker, registered setter used by Babe in "pointing" for business.

Western Proclaims Trio As "Three Musketeers"

CHICAGO, Nov. 21.—Western Equipment and Supply Company, according to "Western" Jimmy Johnson, has provided the coin-machine trade with three games that may be called the "Three Musketeers" of the games industry. They are Thoro-Bred, Center Smash and Harmony Bell.

"The reasons for this distinction," he says, "are that Thoro-Bred holds the unique position in the industry as not only one of the most distinctive machines but the biggest money maker ever operated. Western has produced a de luxe race-horse machine with all the necessary factors that assure location success. Mechanical perfection combined with a fascinating playing appeal make this machine outstanding among amusement devices.

"Thoro-Bred's mechanically proved features are a multiple visible slug-proof coin chute, seven coins; a changing-odds device for every race and an automatic motor-driven payout unit that pays awards ranging in odds from 2 to 30. Center Smash, a one-ball automatic payout football game, merits a position on any All-American aggregation of outstanding amusement machines. The machine possesses an unusual playing design. A mystery coin chute lights from one to seven college pennants on the backboard, varying the win possibilities, as payouts are only made on the entrance of the ball into a hole which bears the name of a college whose pennant is illuminated. The odds vary from 2 to 40, offering a sufficiently large award to draw heavy play.

"Harmony Bell, an automatic payout device with a flickering lights feature, can be operated individually or with automatic phonographs. It has actually tripled the income of musical machines on many locations by stimulating play. These three Western winners, being in such popular demand, are in constant production, consequently immediate shipment is available."

Besser Adopts New Slogan

ST. LOUIS, Nov. 21.—Herb Besser, owner and manager of the Besser Novelty Company, has adopted a new slogan: "Our ambition—not how many new customers we can get, but how many old ones we can hold." Besser still makes it a policy to test all new machines on locations. Just as soon as he has proved to his own satisfaction the machine is a money maker it is taken off the location and sold to an operator, after which Besser then recommends it to his many customers.

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RAINBOW PEANUTS
BUTTERSCOTCH PEANUTS
SMOOTH BURNT PEANUTS
BOSTON BAKED BEANS

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Jimmie Stelle

In a personal letter by a close friend of Jimmie Stelle, of the firm of Stelle & Horton, Houston, the following intimate facts concerning Stelle's recent accidental death are given, which serve appropriately as a memorial:

"I have just returned from Jimmie Stelle's funeral. Jimmie was riding a horse into the corral on a ranch at Cotulla, Tex., Sunday afternoon, November 15. He was entering the corral, with four or five cowhands in advance, riding at a fast gait. Just after passing the gate his saddle blanket came off and the cinch strap was too loose to hold the saddle in place. He could not check the speed of the horse, with all the other horses running fast in advance. The best he could do was to attempt to hold on, but the speed of the horse was too fast for him and he slipped off and fell squarely on his forehead, causing a compound fracture at the base of the skull and probably a broken neck.

JIMMIE STELLE, in playful mood, during a recent visit in Chicago.

"A doctor was immediately summoned from the nearest town. After all-night treatments Horton decided Monday that he was not getting any better and summoned a brain specialist from San Antonio. The second physician immediately stated that Stelle was in a dying condition, but if an operation were performed immediately he had a chance to survive. So about 3 o'clock Monday afternoon an airplane ambulance was located and chartered to transport Jimmie from the ranch to Houston for the operation. But 17 minutes before the plane reached Houston the loss of blood from internal hemorrhages was too great and he passed away.

"Jimmie's remains were buried the morning of November 18. Active pallbearers were Al Lemke, Verne Folsom, N. D. Dobbins, Tom Williams, Jack Armstrong and Fisher Brown. Honorary pallbearers were every coin-machine distributor and operator in the city of Houston. Quite a large number of operators from Dallas, Fort Worth and San Antonio attended the funeral. The number of friends and relatives attending the funeral was around 200 and the floral offerings were too numerous to estimate. It certainly must have been a great satisfaction to his wife and family to know that so many of his business associates laid down their work for a day in his memory."

Blatt Praises Sequence

BROOKLYN, Nov. 21.—William (Little Napoleon) Blatt, of Supreme Vending Company, Inc., is telling New York operators that he has a pin game which is sure to pass the high records made by the Excel game.

"The game," Blatt states, "is one on which a Napoleon can show his prowess. It's the game of games. It's Sequence. And I feel sure that it is the kind of game that the operators in this territory especially need to help them realize the biggest profits they have ever enjoyed.

"When Excel was introduced we made a prediction that it was going to be one of the best games introduced in this market. Well, for Sequence we can only say that it will excel Excel in money making and in sales as well.

"We sold over 1,000 Excel games in less than a month's time. After having played Sequence at the factory of Daval Manufacturing Company in Chicago and having seen it now that it is complete and so attractive, I can only say that we feel sure we are going to double the 1,000 sales and easily create a new record even before 1936 is over."

AUTOMATICS.					
JUMBO	$30.00	ELECTRIC EYE	$45.00	CRISS CROSS ALITE.	$
ALAMO	30.00	COCKTAIL HOUR	30.00	BIG GAME	5.[illegible]
DE LUXE 46	20.00	RED MAN	45.00	ROCKOLA 21	5.0[illegible]
GIANT	15.00	NOVELTY TABLES.		TIT FOR TAT	5.00
PUT & TAKE	10.00	SCOTTY	$20.00	CUE	7.50
		BUDGET	15.00	FINANCE	10.00

SOUTHERN AMUSEMENT CO.
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Jacksonville Slot Tax Is Declared Invalid

TALLAHASSEE, Fla., Nov. 21.—Florida Supreme Court has ruled that the $100-a-year slot-machine tax imposed by the city of Jacksonville is invalid. It decided that cities have no authority to levy a tax higher than that provided by the State Legislature.

The law as previously interpreted by the Supreme Court fixes a State tax of $60 annually and a municipal tax of $30 annually on each machine. In addition the county levies a tax of $30 annually on machines operated within incorporated limits, and this increases to $60 annually on machines operated outside municipalities.

The decision of the court was unanimous. Justice Terrell wrote the opinion.

In previous decisions the court has upheld the right of municipalities to regulate locations and hours of operating slot machines.

Groetchen's Two Games Meet Operator's Needs

CHICAGO, Nov. 21.—Groetchen Tool Manufacturing Company, of this city, offer two excellent games in the 21 Black Jack and High Stakes, according to Karl Klein. "Both games are already on numerous locations and prove highly profitable," Klein says. "Orders from every corner of the country indicate the games have passed the test and that they supply the demands of operators, that of maximum profit.

"Both machines have an elegant appearance and an appeal to players that makes producing locations out of ordinary stands. High Stakes machine is a match-a-color horse game, with win, place and show odds, plus a changing, teasing odds feature that keeps the game in operation continually.

"Twenty-One Black Jack has the remarkable silent performance, the result of precision-built mechanism. Cheat-proof construction is one of its many advantages. Cabinet is of beautiful natural wood, smartly streamlined.

"Both games are also furnished for the French franc and the English penny."

Good Reports on Bowling Games

NEW YORK, Nov. 21.—Earnings reports from many operators here indicate that bowling games are showing good increases during the past few weeks. It is thought to be due to the indoor spots having larger traffic than when days were warmer.

Distributors report the fact that sales of the bowling games are continuing at capacity regardless of the fact that they have been on the market since the last coin-machine exposition. Collection reports of many operators are being featured by the distributors of the games here. They also have letters on display wherein many operators place repeat orders and state they would like to have more games on their routes.

The long run of high earnings for the games is stated to be quite a record for coin-operated equipment. It is believed that the popularity of the bowling games will continue for some months to come. Many expect them to be the big feature of the coming Chicago coin-machine convention.

The general belief among bowling operators is that the games are always sure to pay for themselves in less than a three-month period and that profits are earned while the games are being paid for. None of the distributors have yet reported any serious financial losses on credit sales. This in itself is also considered a sure sign of the great earning power of the bowling games.

Wedding Bells

A new habit—not an old one by any means—has finally struck the Hy-G Games Company, of Minneapolis, for Old Man Cupid has scored again. Marriage between Wally Jones and Ruby Blood, both of this city, was tied in a good, sound knot November 21. Wally has been employed by the Hy-G Games Company for the past year and is well known by operators thruout the Twin Cities. The operators extend their hearty congratulations to Wally and his wife. The best man at the wedding was none other than Arve Karppinen, shop foreman at Hy-G Games. Incidentally, the bridesmaid was Arve's girl friends (and wife to be), Sigmund Blood, the bride's sister.

Exhibit To Have 7 Booths at Show

CHICAGO, Nov. 21.—Exhibit Supply Company announces that it will have seven booths at the 1937 convention and will set its mark for having the largest display on the convention floor. Exhibit officials are also planning to shock the convention with several new and revolutionary ideas in display setups.

Veteran Perc Smith will be in charge and the trade knows how well he understands the coin-machine business. Perc says: "Watch out for Exhibit this year. We'll have the machines and we'll have plenty of space for all the fellows to gather around and enjoy looking them over."

Novel Location Reported

NEWARK, N. J., Nov. 21.—A novel location for a bowling game was reported to the Roll-o-Matic, Inc., firm recently. According to Howard Kass, general sales manager, one of the Roll-a-Ball games can be seen on the S. S. Ambassador, formerly one of the Hudson River boats, now plying its course down the Passaic River as a night club.

Howard claims that the game, located in the modernistic bar of the ship, is one of the major attractions of the club and that they have received many fine letters from the management praising the game.

It was believed at first that a ship would prove a difficult place for a bowling game, but the operator of the game reports that the rolling action does not affect the rolling of the ball.

J. Rose & Co. Back Deals

ST. LOUIS, Nov. 21.—Jack Rosenfeld, owner and manager of J. Rose & Company, today deposited with *The Billboard* office here $1,000 to back up his seven-day money-back guarantee, which goes with every Jayrose tested salesboard deal. Rosenfeld insisted that *The Billboard* representative accept the deposit as a matter of good faith and surety. In the event any customer is not fully satisfied with the Jayrose tested deals he is assured of the fact that his money will be refunded in full.

Jockey Club by Exhibit

CHICAGO, Nov. 21.—Jockey Club, new racing game, was announced this week by officials of the Exhibit Supply Company. According to Bruno Radtke, engineer, "the new creation is the first racing game ever to allow three possible payouts on a single game, three winning horses in one race, also the only race-horse game to pay on all horses that show. Seven can play at one time, or one can play all seven selections.

"Jockey Club is the same massive 38-inch game as Chuck-a-Lette, has the same perfect mechanism, but utilizes horse reels and racing symbols instead of dice. Jockey Club and Chuck-a-Lette playing fields and colorful decorative themes are interchangeable in the one perfect mechanism. This allows operators to change types of play at will and thus double the life of their investment.

"Texas is going wild over both the Chuck-a-Lette and Jockey Club models. Letters are also pouring in from all parts of the country wherever Jockey Club and Chuck-a-Lette are being shown."

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Playhouse in Louisville Is Example of Successful Game Room

Sportlands or amusement parlors received quite a lot of publicity in the trade during 1935 and promised to open up a new field for the use of modern amusement games in creating a center of entertainment for the public. The gamerooms attained greatest prominence in New York City and would really have set a national standard but for legal hindrances in forbidding merchandise prizes with the games.

THE PLAYHOUSE

THE PLAYHOUSE: Located on one of Louisville's busiest streets and in the heart of the theatrical district. This choice location is worth the price, the proprietor says.

The gamerooms were never able to get under way in Chicago because of the official objection to awarding prizes, altho Chicago perhaps gets the honor of originating the gameroom idea to use pinball as a center of attraction.

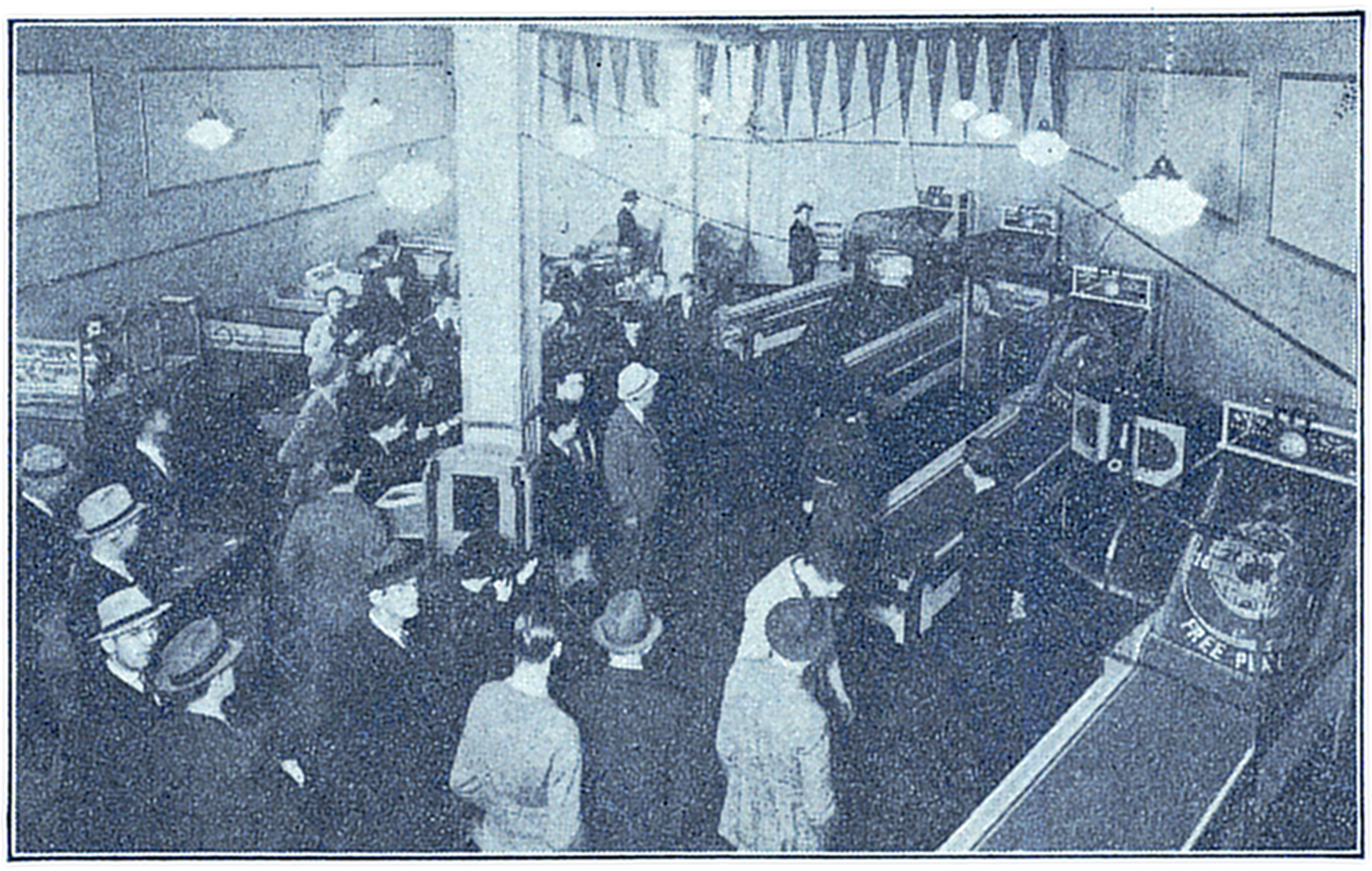
With the dwindling of the sportland movement in New York and Chicago the impression spread that it was not practical. It happened, however, that a few of these modern gamerooms had been established in smaller cities and that some of them are still in business as an example of what can be done. Altho it was generally felt that such game centers could only succeed in the larger cities where traffic was heavy, some of these rooms in cities of 100,000 population and above have been able to capitalize on the busiest streets of the city and set an example of efficiency and good management in conducting a sportland.

It is these sportlands in the smaller cities that mean most as an example to the trade, and every single one of them should be carefully studied for their weaknesses as well as good points. In this article some facts will be given about the Playhouse, a very modern gameroom in Louisville.

In a study of the success and failure of sportlands in various cities it is plainly evident that the management of such rooms is of first importance. There are certain adverse factors against sportlands in any city, which means that the proprietor must first of all be well qualified to develop and promote such a business. It is a new business also and many lessons have to be learned by experience. The Playhouse in Louisville is operated by E. N. Mimms, who first of all shows a definite knowledge of some of the underlying principles of entertainment and showmanship. He is a business man, too, and one quickly gathers that impression in talking with him. Thus he would not enter into a proposition such as a sportland without first making careful plans as to location, equipment and routine management.

Mimms is head of the distributing firm known as the Amusement Games Company, 110 East Oak street, Louisville, and hence knows the coin-machine business also. This brief picture of the man at the head will serve to suggest that the odds are in favor of the Playhouse from the management angle.

The careful planning that preceded the launching of the Playhouse will not be sketched here. The location of a sportland is very important. Of the location Mimms says that "our Playhouse is not far from the Brown Hotel, the leading hotel in the city. I mention this to show that the building we occupy is in the best location in Louisville, chosen after long consideration, and our rental is accordingly high. We do not believe that there is any profit to be made in a place of this kind in a cheap-rent district. We have had a great many attractive propositions to put in places similar to the Playhouse, but we have turned them all down because we did not like the locality.



THE PLAYHOUSE. No stinting on games here. Four Bally Roll bowling games are part of the modern equipment.

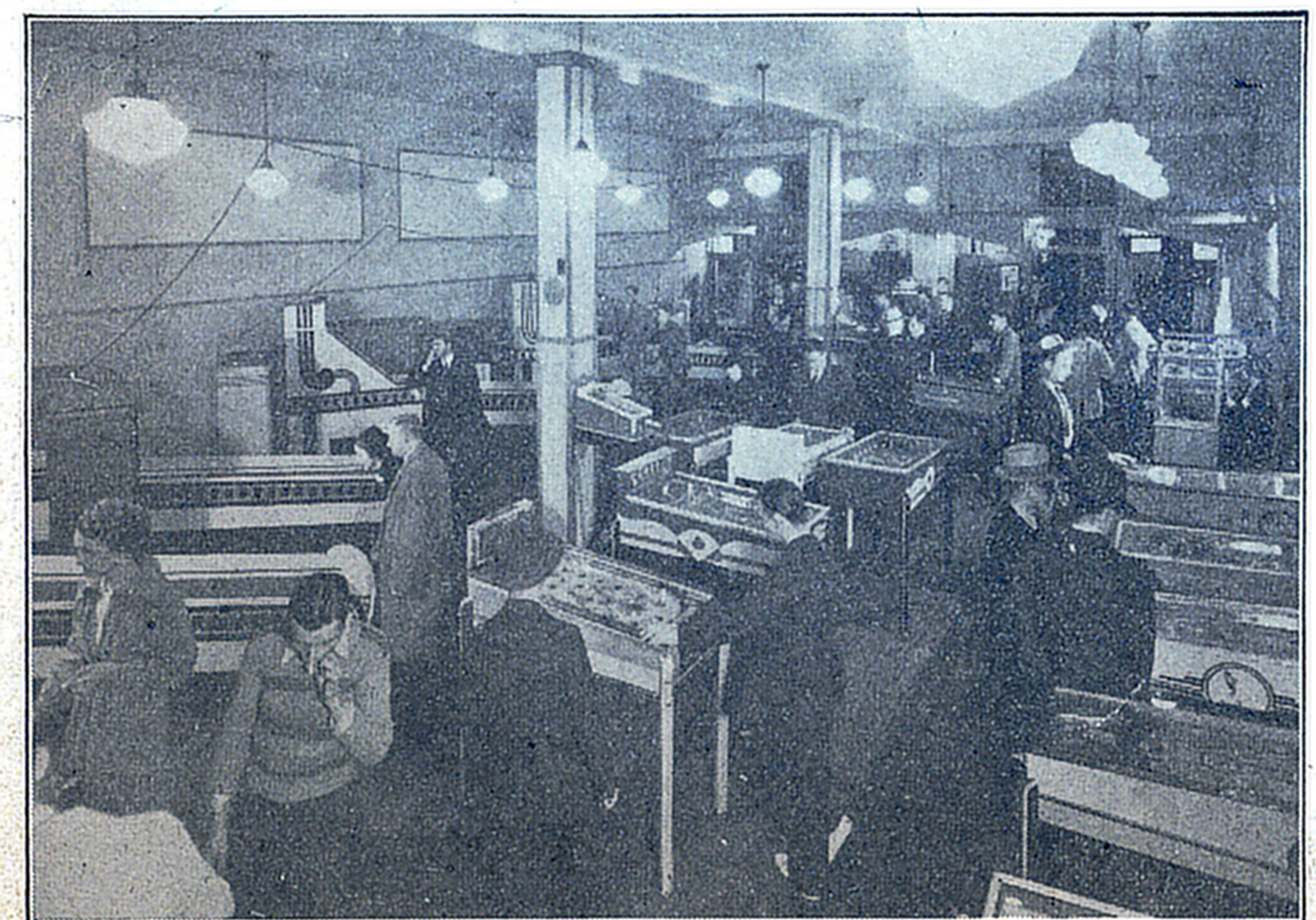
"Our patronage is principally made up of the theater crowds and the promenaders that are always found in the section of the best retail shops. We attribute our success to the broad glass front on the principal thorofare, where at all times potential customers are passing our doors and can see the activity inside. We have done no advertising as yet but plan to do so soon.

"The rear of the building opens into the largest parking lot in the city and there are other parking lots near by. We have improved the rear of the building with a sign stating that our building is an arcade to Fourth street, which will cause a lot of pedestrians to pass thru our place. In our front window we display a sign that will invite people to pass thru our building to reach the Third street parking lots. This innovation helps to greatly increase our patronage."

These facts show what Mimms thinks of location to succeed with a gameroom. Inside the arrangement must be seen to be appreciated. It is plainly evident that the Playhouse is equipped with the most modern games and amusement devices on the market. When sportlands first made their appearance many of the manufacturers were not enthusiastic about them because the majority of such places were equipped with only those games that were entirely out of date. Mimms has gone to the other extreme and uses only the most modern. Here may be seen five of the modern bowling games, indicating that perhaps these new games may help to really make the gameroom idea possible in many places where it did not succeed before. Targets are also in evidence and the latest table games. Full compliance is made with the legal requirements and a city license tax is paid on each game. Only one leased concession is in the place, a pop-corn machine concession, which pays only fairly. Mimms says that it is the major pieces, such as the bowling games and targets, which make a place like the Playhouse possible and profitable.

"It is the public interest in games of this kind that get the crowd inside, and after they are there they will scatter to the pinball games and other machines that might interest them," he says.

The success of gamerooms like the Playhouse can only be of the utmost interest to the trade. Recent news indicates that the major devices are helping to revive gamerooms in New York, and in sportlands in other cities they are also proving of first importance. It is probably a case of waiting for the right man to start successful gamerooms in other places and cities, and such amusement centers will be regarded as a successful and standard entertainment idea.



INSIDE VIEW OF THE ARRANGEMENT and roominess of the Playhouse, a modern sportland development on one of the busiest streets in Louisville. Use of the most modern games is an unusual feature.

Arthur C. Hughes, manager of the phonograph division of Electro Ball Company, Dallas, was in Chicago all last week, spending practically all his time at the J. P. Seeburg Corporation, manufacturer of the phonos distributed by his company in the Southwest. Electro Ball Company, in addition to its main office at Dallas, has eight branch offices thruout the Southwest.

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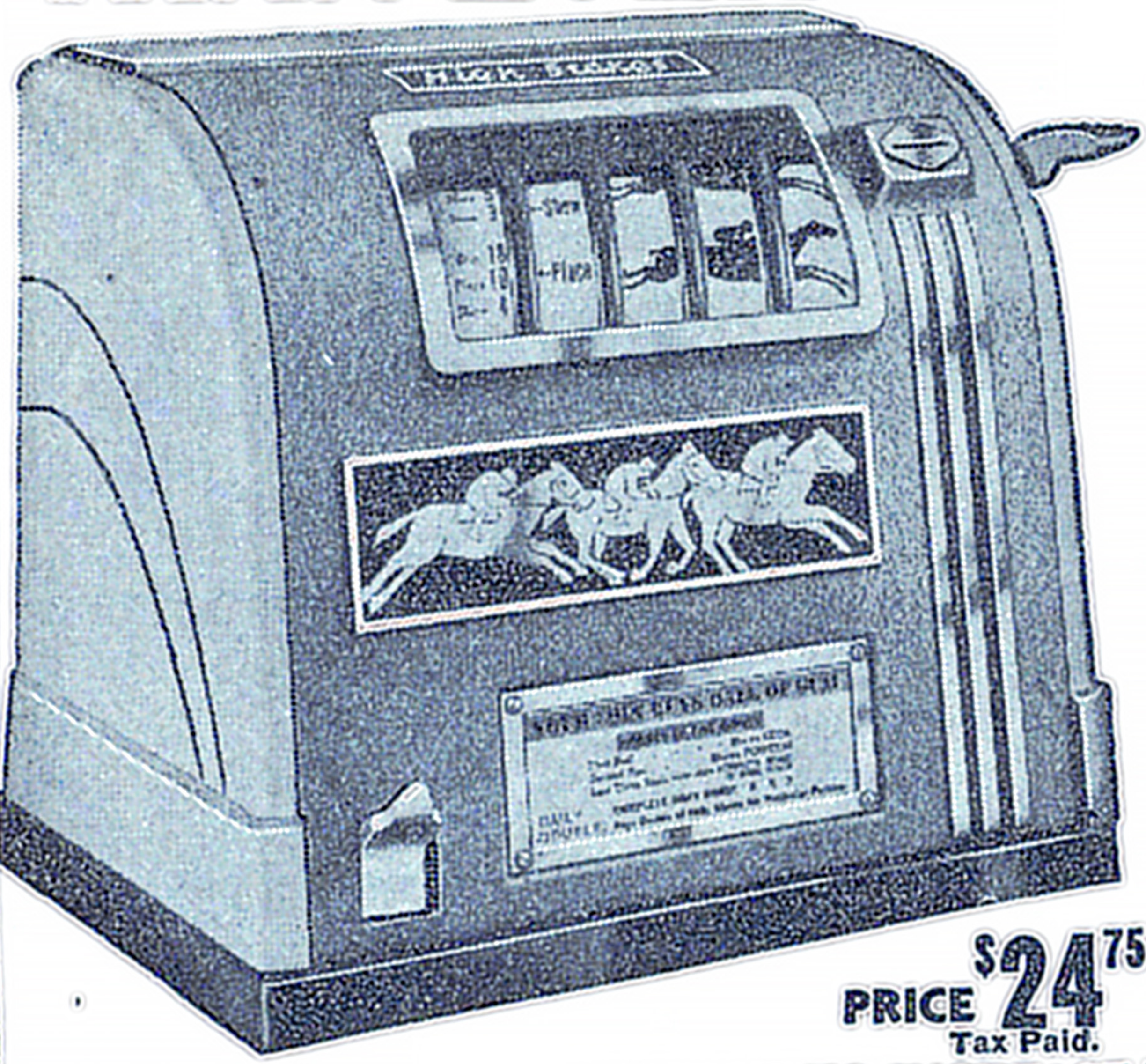

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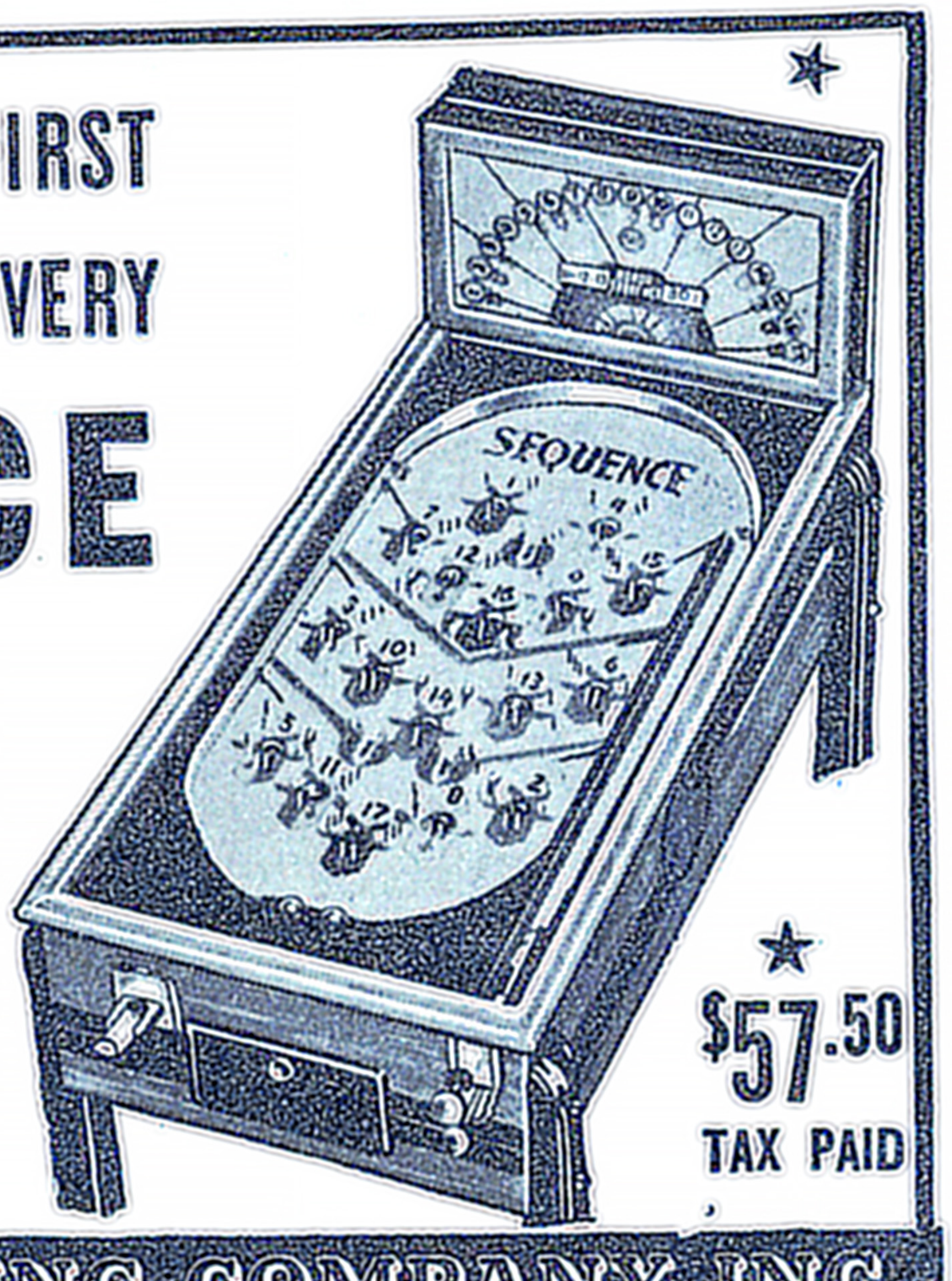

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GENCO "HAPPY DAYS"
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WURLITZER 14 Feet, Skee-Ball.
KEENEY BOWLETTE, 10 Feet and 14 Feet.
GENCO BANK ROLL, 10-8, 11-8, 13-8 Feet.
CHICAGO ROLA SCORE, 9 Feet.
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PHONE: Market 4641.

Tony Awaits Big Show in Chicago

CHICAGO, Nov. 21.—Tony Gasparro, who, with brother Julie, manages the Western Novelty Company, London, has been in Chicago for several weeks now studying all the offerings on the American coin-machine market. He plans to stay here until after the 1937 Coin Machine Exposition. Tony has become almost as well acquainted with the American trade as if he were a native son and is indeed an experienced buyer.

In discussing the British market at present and the adaptability of our machines, he said that "target machines have not yet proved themselves far enough along to send to the British market. The expense of shipping machines so far calls for hesitancy until the mechanical perfection of a machine is thoroly demonstrated. Bowling games are good and find ready play abroad, but they sure are expensive to ship, as water transportation is based on the cubic amount of space occupied. We are considering the export of mechanical parts and building the frame in England as a solution to the carriage cost.

TONY GASPARRO

"The present high price on American table games has made them prohibitive for the British market; that is, the payout games. So I am watching the market and buying closeouts, which makes it possible to send good games abroad and still be able to sell them at a reasonable price. Payouts are not so well adapted to the British situation, as bell fruit machines serve the same purpose and are more easily handled."

Tony has become so well acquainted with Chicago cops that he has not had a single run-in during a stay of several days here. So now he has to get his excitement by crossing the Atlantic on German ships. He came over on the Bremen, he says, and very nearly caused international complications by denying all knowledge of Wally Simpson. Being one of the few aboard who spoke English, he was accosted frequently to know the inside details on the widely publicized romance. When asked how Mrs. Simpson was, Tony would always say: "She's all right; who is Mrs. Simpson?"

Tony declares that when he got to New York he bought a New York paper and rushed it to his friends so they could read up on the latest news from London. He is seriously considering the presentation of a bowling game or target to Wally if and when her royal marriage takes place.

Wisconsin Tests Show Success of New Game

CHICAGO, Nov. 21.—Operators and jobbers in Wisconsin are planning for boom days ahead, according to word received from Exhibit Supply Company officials, who are now completing a year and a half test of their game Chuck-a-Lette, using Wisconsin as the final testing ground.

"The Wisconsin operators who have had the privilege of making final location-tests are unanimous in their broad claims as to the earning power of Chuck-a-Lette," Exhibit officials say. "They call it the money-getting classic of 1937. Actual earnings on location with twice-a-day collection run from $36 for the operator every 24 hours to as much as $75 and $100 per day for the operator's share. Locations are doing the greatest business on Chuck-a-Lette they have done on any machine for years.

"Chuck-a-Lette is the most fascinating game ever played automatically. From one to seven players can play at a time and a game lasts only 15 seconds. Chuck-a-Lette plays a real game of chuck-a-luck entirely automatically, exactly as played in the well-known casinos. The popular appeal of America's favorite dice game plus the thrill of spinning reels, plus a three-star invisible jackpot award, make it a sure winner. Production is under way on this time-tested money-winner and deliveries will soon be ready. Chuck-a-Lette is a job of perfect engineering. First introduced at last year's show, Chuck-a-Lette has been constantly under the watchful eye of Exhibit Engineers and thoroly tested on location.

"Now it is perfected and now operators who have been clamoring for Chuck-a-Lette may have it with the definite knowledge that it is perfect mechanically, thoroly reliable and that it has lasting player appeal."

Two Deaths in Southern Coin Machine Circles

NEW ORLEANS, Nov. 21.—New Orleans operators were shocked to hear of the sudden deaths early this week of two such prominent men as James P. (Jimmy) Stelle, of the well-known Houston distributing firm of Stelle & Horton, and Max Friedburg, of Fried Novelty Company. Latter's son, Hank Friedburg, operates as the Cresent Novelty Company, New Orleans, and is one of the best known figures in the local circle.

A fall from a horse while deer hunting in woods near Cotulla, Tex., brought a chartered plane to the site of the accident in a futile attempt to cheat death, but Stelle died en route to a Houston hospital aboard the plane at 5:10 p.m. Monday. He was only 38 years of age. He is survived by his widow, Mrs. Lois Stelle; two sons, James Jr. and Walter, and a daughter, Lynne.

Friedburg, about 60 years of age, only recently returned from a long stay in Europe, during which time he visited his aged parents, who live in a small Russian village. He complained a bit of the hardship of his trip while stopping over here for a few days to visit his son and daughter-in-law en route home but did not appear to be complaining seriously.

Both the coin machine and music associations of New Orleans sent floral remembrances to the Stelle funeral rites, while the former group sent flowers to Friedburg's. Hank Friedburg and wife drove from New Orleans immediately upon learning of his father's death. Melvin Mallory, New Orleans branch manager of Stelle & Horton, flew to Houston for the Stelle funeral.

Game Has Double Appeal

AURORA, Ill., Nov. 21.—According to Harry Stoner, an amusement game of unusual interest and extraordinary player appeal is to be found in the new Hold 'Em game which, according to distributor's reports from every section of the country, has met with a tremendous success during the few weeks since its inception.

"Hold 'Em is especially interesting because it brings together two opposing teams, each scoring against the other, providing the team-against-team rivalry of actual football," Stoner says.

"Players desiring to play solitaire can play one team alone, while the score of the opposing team does not appear. Most players, however, want to see both Yale and Harvard in the scrimmage, and to do so they gladly deposit two nickels instead of one, doubling the operator's revenue. When played by two persons at the same time players can shoot alternately, each representing his choice team and exercising his utmost skill in scoring. Every play results in a score for one or both teams, the scores registering on the light-up board for the respective sides.

"Not content with producing a most extraordinary game, we are following thru with unique advertising and sales literature, created by Brinckerhoff, Inc., Chicago advertising agent. Concurrently a new series of publication advertisements has been released, representing a departure from the type of publicity which has characterized the Stoner campaign during the past year."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT-READY TO OPERATE

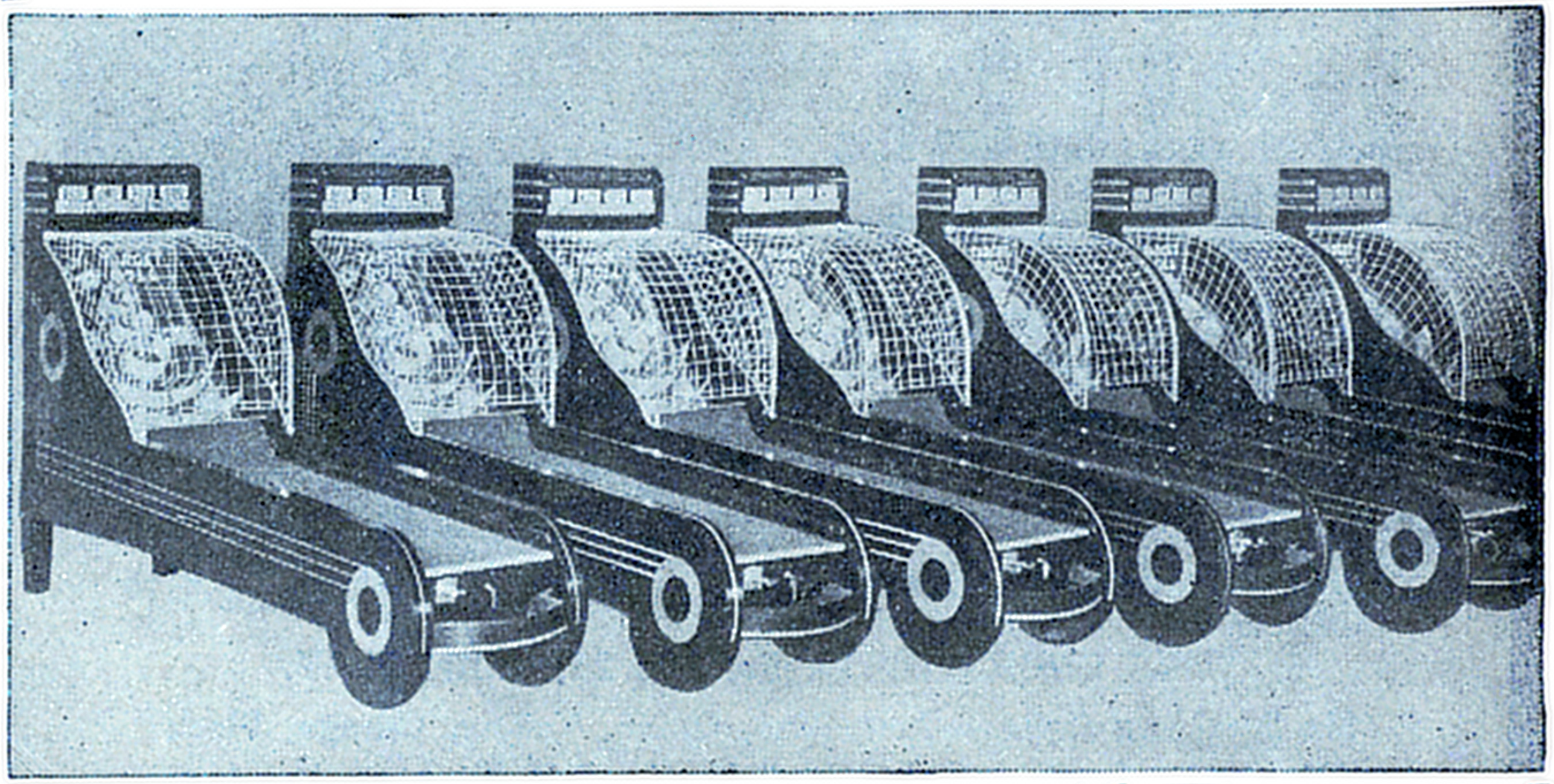
DAILY DOUBLE	$19.50	TYCOON (Batt.) (NEW FRONT)	$44.50
DE LUXE 46	19.50	DAILY RACES	42.50
WHEEL OF FORTUNE	19.50	BROKERS TIP	39.50
RED SAILS	39.50	PAMCO CHASE	44.50
MULTIPLE	69.50	PAMCO BALLOT	54.50
RELIANCE 5c	49.50	PALOOKA JR.	69.50
DOUBLE HEADER	42.50	PALOOKA SR.	79.50
ROCK-OLA ALAMO	39.50		

GERBER & GLASS 914 DIVERSEY
CHICAGO, ILL.

TARGET ROLL JUNIOR

THE FASTEST SELLING 9 FOOT BOWLING GAME IN HISTORY

PRODUCED AND SOLD BY THE CARLOAD TO SATISFY TREMENDOUS NATIONAL DEMAND



Target Roll Junior is sweeping the country! It's being acclaimed by all operators because it takes only as much room as a senior sized pin game—costs the same—but EARNS THREE TIMES AS MUCH PROFITS—and LASTS ON LOCATION INDEFINITELY! Target Roll Junior is getting the BEST locations EVERYWHERE! It is the MOST BEAUTIFUL, PERFECT Bowling Alley EVER BUILT! RUSH YOUR ORDER TODAY! GET BACK INTO THE BIG MONEY AGAIN WITH TARGET ROLL JUNIOR!

Only $169.50
F.O.B. NEWARK, N.J.

BROOKLYN REPRESENTATIVE
TARGET SALES CO., 1446 BEDFORD AVE., BROOKLYN, N. Y.

TARGET ROLL DISTRIBUTING CO.
127-139 FRELINGHUYSEN AVE.,—NEWARK, N.J.

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

Mr. Zilch says...

Why tolerate batteries when you can save their cost 10 times yearly by using

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET · DETROIT, MICH.
CHICAGO OFFICE: 628 W JACKSON BLVD
NEW YORK OFFICE: 152 WEST 42nd STREET

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamlite	$5.00
Criss Cross-A-Lite	7.00
Kings	8.00
Castlelite	6.00
Drop Kick	4.00
Rebound	5.00
Major League	8.00
Register	5.00
Lightning	3.00
Golden Gate	3.00
Beacon	6.00
Contact, Jr.	5.00
Contact, Sr.	6.00
Big Bertha, Jr.	4.00
Big Bertha, Sr.	5.00
Signal	5.00
World Series	2.50
Jig Saw	2.50
Streamline	4.00
Blue Ribbon	4.00
Criss Cross	5.00
Rockelite	5.00

Goal Kick	$5.00
Forward Pass	4.00
Skyscraper	5.00
Watling Blue Seal	3.00
AUTOMATIC PAYOFF	
Rocket	$ 9.00
Champion	10.00
Rapid Fire	7.00
Red Arrow	8.00
Stampede	22.00
Gold Rush	10.00
Put 'N Take	10.00
Do or Don't	10.00
Hit & Run	10.00
Carioca	10.00
Jumbo	35.00
Fortune	27.50
Trojan	27.50
De Luxe 46	22.50
Ivory Golf	17.50

1/3 Deposit—Balance C. O. D.

COLONIAL MFG. & SALES CO.
1605-11 E. 39th, KANSAS CITY, MO.

SALE—USED MACHINES

2	JUMBOS, Each	$34.50
2	PEERLESS, Each	44.50
1	BONUS	47.50
1	BALLOT	44.50
1	DAILY LIMIT, Light Up Panel	44.50
1	TOP ROW	44.50
1	ROUNDUP, Ticket	49.50
1	CHALLENGER	59.50
2	FLICKERS, Ticket, Each	79.50
1	SUNSHINE BASEBALL, 5 Ball, Electro Pak	59.50

NEW MACHINES IN STOCK

Stoner's HOLD 'EM.
Genco's HAPPY DAYS.
Pacent's BOLO.
Bally's PREAKNESS, BLUEBIRD and SNAPPY.
Daval's EXCEL and RACES.
Exhibit's GUSHER, 5-Ball Ticket; TWISTER, 5-Ball Ticket.
Exhibit's GIANT MOVIE BANK.
Keeney's BOWLETTE, 10-Foot Model.

Send ¼ Deposit, Balance C. O. D. and Shipping Instructions.

BASH NOVELTY COMPANY
139 Franklin Ave., Scranton, Pa.

PUSH CARDS - SALESBOARDS

LOW JOBBERS PRICES!

10-HOLE CARDS	1c Each
25-HOLE CARDS	1½c Each
50-HOLE CARDS	2c Each
100-HOLE CARDS	3c Each

25% Deposit With Orders, Balance C. O. D. These Are a Few of Our Low Priced Cards. Send for Jobbers' List of 150 Different Kinds of Money Boards. SEND FOR CATALOG.

AMERICAN TRICK & JOKE CO.,
876 Broadway, New York, N. Y.

Gottlieb Calls New Game Speed King for Fast Age

CHICAGO, Nov. 21.—Speed King is the latest game introduced by D. Gottlieb & Company. The payout game utilizes an appeal which is entirely different from anything which Gottlieb has used before. It is based upon the modern intense interest in super-speed streamlined trains and is calculated to attract maximum play by reason of its novelty.

Dave Gottlieb, back from his successful trip to Minneapolis, commented enthusiastically regarding the prospects of Speed King.

"I am enthusiastic," he said, "about the idea used in Speed King. More so since I have just returned from Minneapolis on one of the new streamlined trains. It was a thrilling experience. Speed King preserves this exciting and thrilling suspense and adds to it an impressive array of famous streamlined trains. I need only mention the seven trains lined up on the brilliant playing field to indicate the unlimited earning possibilities of the game. They are in order: Zephyr, Green Diamond, City of Denver, Texas Special, Super Chief, Hiawatha and 20th Century, all well known and discussed by everyone. As for payouts there are odds as high as 40-1 for Terminal, 20-1 for 2d Stop, 16-1 for 1st Stop and 12-1 for Start. The game is simple and can be easily understood by anyone.

"Of course, all other well-known Gottlieb features are included. Also the recent innovation brought out by Gottlieb, the Play Time Hammond Clock, which is recognized by operators as one of the most play-compelling features in the payout industry.

"I found a huge pile of orders when I returned to Chicago. Operators and jobbers everywhere are anxiously anticipating Speed King and clamoring for more of our other games. Incidentally our clock innovation met with the instantaneous success we anticipated."

Builds Pyramid Display

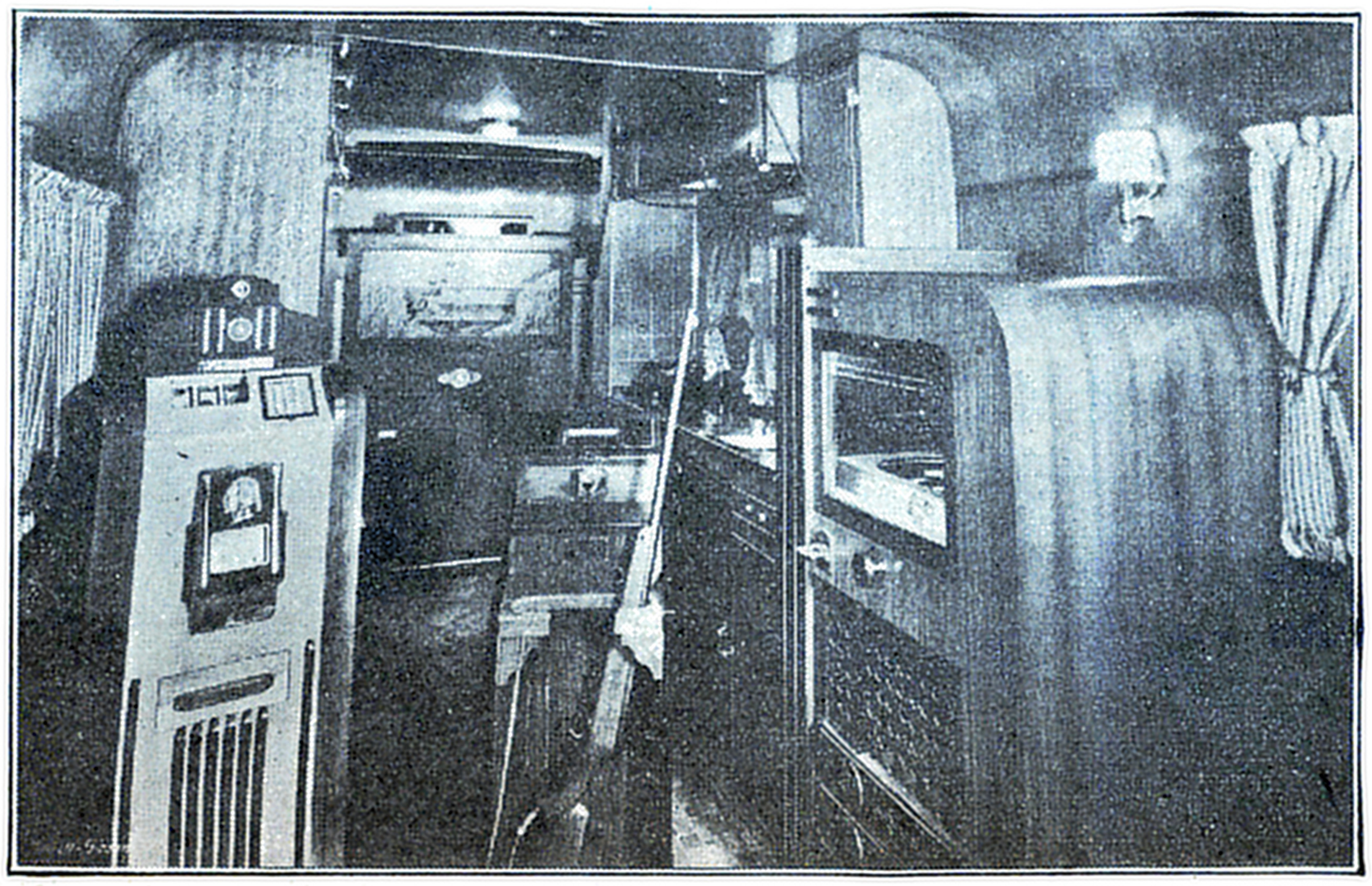
NEWARK, N. J., Nov. 21.—Dave Stern, of Royal Distributors, Inc., has a novel means to display new counter games the firm represents in this State.

Dave claims that he is preparing to pyramid 100 of these games in the very center of his showroom floor and that he will then learn how fast the operators will grab these new counter games.

"The games are a honey," according to Dave. He feels that the pyramid will be wrecked within the first 48 hours of the display. "Provided," he says, "that the operators don't grab the games away while we are trying to make up this unique display."

Dave also says that this will give his new sales manager, Harry Wichansky, something to work on and that he feels sure that after Harry gets thru with this State that counter machines will be found on every suitable location.

Between Harry and Dave enthusiasm for Reel Dice runs very high at the offices of Royal in this city. They believe that they have another winner.



A TRAILER USED BY J. R. MOORE, Seeburg representative on the Pacific Coast, showing a High Fidelity Symphonola phonograph in the foreground. A Seeburg Ray-o-Lite is in the rear. Moore says the traveling display room is a great stimulus to sales.

BUY FROM
MARKEPP
CLEVELAND
CINCINNATI
TOLEDO
OHIO
OUR
PARTS DEPT.
KEEPS YOUR
MACHINES WORKING

PARTS AND SUPPLIES

Cash With Order.

Ball Gum, ½ case (50 boxes)	$6.00
Batteries (Set of 25)	5.00
Bumperettes, Dozen	1.00
Collection Books, Dozen	1.20
Locks	1.00
Marbles, No. 7/8 Dozen	.60
Marbles, No. 1 Dozen	1.20
Plunger Springs, Dozen	1.20
Penny or Nickel Slots	2.00
Rebound Springs, Dozen	1.00
Rubber Suction Cups, Dozen	1.00
Tubular Coin Wrappers, per M	.75
Agent's Report Sheets, per M	3.50

— OUR AMBITION —

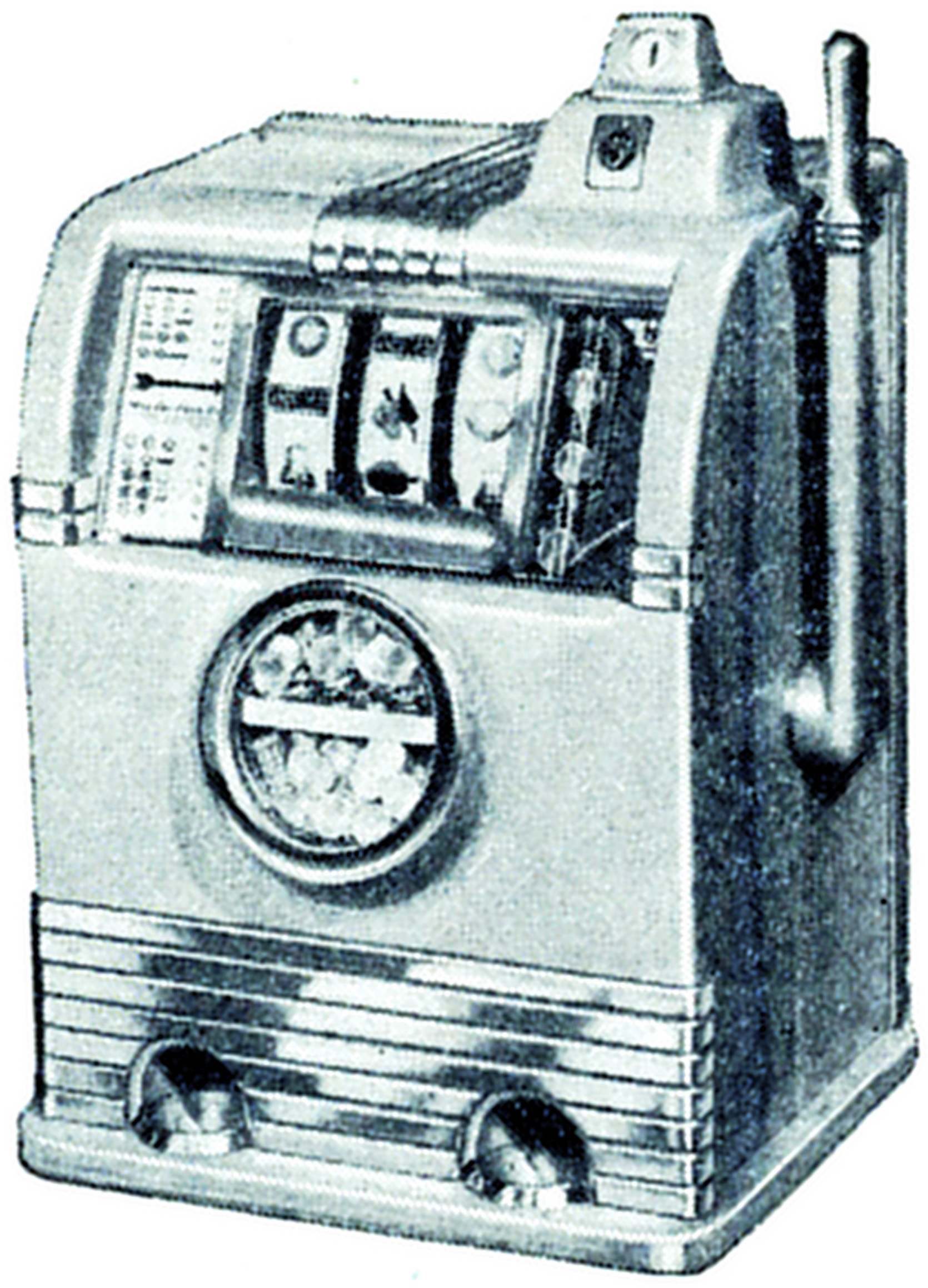
"Not how many new customers we can get —but how many old ones we can hold."

BESSER NOVELTY CO.
3020 Olive St., St. LOUIS, MO.

YOUR OPPORTUNITY

To earn $200.00 weekly with one of these beautiful **Fairbanks-Morse Heart Beat Machines**, of which we have four demonstrators ready for immediate delivery, and which we are offering with a large discount. We also have four **Blood Pressure Machines**, each equipped with beautiful Walnut Cabinet, which you may purchase at a sacrifice.

CARDIO METER SALES CO.
7338 Woodward Ave., Detroit, Mich.



EVENTUALLY

YOU WILL OPERATE

THE

CAILLE CADET!

The Greatest Money Maker in Coin Machine History.

YOUR CHOICE OF 1c, 5c, 10c 25c COIN PLAY.
Six Sparkling Colors—Red, Blue, Green, Yellow, Orange, Black
All at the Same Price! Available in Bell Type or Venders.

Why Not NOW?

USE THIS COUPON FOR FULL DETAILS!

CAILLE BROTHERS CO., 6220 Second Blvd., Detroit, Mich.
Please send me complete information about the latest Caille CADETS.

Name ....

Address ....

MONARCH—THAT'S THE NAME

REMEMBER IT FOR EVERY GAME!

PIN GAMES	
ACTION, JR.	$ 4.00
SIGNAL, JR.	4.00
DROP KICK	4.50
SCOREALITE	5.00
SUBWAY	5.00
BEAMLITE	5.50
ANGLELITE	6.00
BEACON	6.00
ROCKELITE	6.00
CRISS CROSS LITE	6.50
ACTION, SR.	7.00
KINGS	7.00
BIG GAME	8.00
TIT-FOR-TAT	8.00
AUTO FLASH TAPE	11.00
CHEERLEADER	12.00
BANKER	13.50

MONARCH'S SPECIALS

JUMBO	$32.50
PAMCO PARLAY, SR.	42.50
SUNSHINE DERBY	37.50
REPEATER	32.50
BAFFLE BALL	27.50
GOLDEN HARVEST	32.50

AUTOMATIC PAYOUTS	
CARIOCA	$14.50
RED ARROW	13.50
ROCKET	8.00
SPORTSMAN, Visible	11.50
TRAFFIC	13.50
BALLY BONUS	50.00
BALLY DERBY	52.50
MYSTERY 3	17.50
EXHIBIT Whirlpool	17.50
EXHIBIT RODEO	17.50
EXHIBIT FOOTBALL	17.50
PUT & TAKE	10.00
PEERLESS	52.50
TYCOON	52.50
MAMMOTH	29.50
WAHOO	12.50
RAPID FIRE	17.50

Write for new price list. Also special counter game list.

MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill.

ATTENTION OPERATORS!!!

O. D. JENNINGS—Chiefs, Chief Consoles, Flickers.
WESTERN EQUIPMENT—Thorobred, Center Smash, Reel Races.
PACIFIC AMUSEMENT—Pamco Bells, Pamco Saratoga—Bee Jay.
STONER CORPORATION—Turf Chams—Hold 'Em.
CHICAGO COIN CORPORATION—Rol A Score, Sweet "21."
RUDOLPH WURLITZER CO.—Phonographs, Skee Balls.
BALLY MFG. CO.—Preakness, Belmont, Snappy.

All Stock on Hand—Immediate Deliveries!

Immediate Delivery on Pamco "MARKSMAN," the sensational new shooting game!

NATIONAL PREMIUM CO.

1312 Farnam St. Omaha, Nebr.

Jobbers Note! Write Today for Jobber Prices!

BALANCE	$ 5.00
BEACON	3.50
CAVALCADE	4.00
CROSS ROADS	6.00
CREDIT	49.50
DITTO	9.50
FIFTY FIFTY	5.00
FIVE & TEN	$ 9.00
GENCOS CHAMPS.	12.50
GOLD MEDAL	7.50
JUMBO	29.50
JIMMY VALENTINE	5.00
KING SIX JR.	6.50
MAD CAP with pak.	$24.50
RAPID TRANSIT	5.50
STARLITE	4.00
TICKALITE	6.00
WHIRLPOOL ticket.	17.50
WINGLITE	3.50

AND A HOST OF OTHER EQUALLY REASONABLE BARGAINS.

AMERICAN COIN MACHINE COMPANY

559 Clinton Avenue, North, ROCHESTER, N. Y.

AMERICAN SALES CORPORATION
936 WRIGHTWOOD AVE., CHICAGO, ILL.

Our extended Credit Plan has enabled hundreds of live operators to get in the big money closs. . . . They can't miss with our high grade, high earning power games. . . . Check up on us!
YOU CAN'T GO WRONG!
WRITE FOR CREDIT!

Lee S. Jones

P. S.—An old maid's only regrets are the temptations she successfully resisted!

Definitions in New Texas Law

One of the most interesting phases of coin-machine legislation is the matter of definitions used in city and State bills. Recently enacted H. B. No. 8, State of Texas, has a number of definitions which may be informative to the trade:

"Section 4—The following words, terms and phrases as used in this Act are hereby defined as follows:

"(A) The term 'owner' as used herein shall mean and include any person, individual, firm, company, association or corporation owning or having the care, control, management or possession of any 'coin-operated machine' in this State.

"(B) The term 'operator' as used herein shall mean and include any person, firm, company, association or corporation who exhibits, displays or permits to be exhibited or displayed in his or its place of business or upon premises under his or its control any 'coin-operated machine' in this State.

"(C) The term 'coin-operated machine' as used herein shall mean and include every machine or device of any kind or character which is operated by or with coins, or metal slugs, tokens or checks, 'merchandise or music coin-operated machines' and 'skill or pleasure coin-operated machines' as those terms are hereinafter defined, shall be included in such terms.

"(D) The term 'merchandise or music coin-operated machine' as used herein shall mean and include every coin-operated machine of any kind or character which dispenses or vends or which is used or operated for dispensing or vending merchandise, commodities, confections or music and which is operated by or with coins or metal slugs, tokens or checks. The following are expressly included within said term: candy machines, gum machines, sandwich machines, handkerchief machines, sanitary drinking cups, phonographs, pianos, graphophones, radios and all other coin-operated machines which dispense or vend merchandise, commodities, confections or music.

"(E) The term 'skill or pleasure coin-operated machines' as used herein shall mean and include every coin-operated machine of any kind or character whatsoever when such machine or machines dispense or are used or are capable of being used or operated for amusement or pleasure or when such machines are operated for the purpose of dispensing or affording skill or pleasure, or for any other purpose other than the dispensing or vending of 'merchandise or music' or 'service' exclusively, as those terms are defined herein. The following are expressly included within said term: marble machines, marble table machines, marble shooting machines, miniature race track machines, miniature football machines, miniature golf machines, miniature bowling machines and all other coin-operated machines which dispense or afford skill or pleasure. Provided that every machine or device of any kind or character which dispenses or vends merchandise, commodities or confections or plays music in connection with or in addition to such games or dispensing of skill or pleasure shall be considered as skill or pleasure machines and taxed at the higher rate fixed for such machines.

"(F) The term 'service coin-operated machines' shall mean and include pay toilets, pay telephones and all other machines or devices which dispense service only and not merchandise, music, skill or pleasure."

BARGAIN DAYS

Slightly Used Machines, Perfect Condition.

DAILY RACES, Mystery	$59.50
DAILY RACES, Multiple	22.50
PAMCO PARLAY	35.00
McCOY	59.50
PEERLESS	27.50
PALOOKA JR.	37.50
FENCE BUSTER	65.00
MONOPOLEE	38.50
SUNSHINE DERBY	20.00
CHALLENGER	47.50
PALOOKA SR.	55.00
GALLOPING PLUG	32.50
TEN GRAND	40.00
DOUBLE SCORE	18.50
TROJAN	16.50
LEATHERNECK	34.50
RELIANCE, 5c Jack Pot	47.50
PAMCO RED SAILS	22.50
MULTIPLE	47.50

ALL MACHINES ONE BALL AUTOMATIC PAY OUT.

1/3 Deposit Required With Each Order, Balance C. O. D.

D. W. WILLETT

313 M. & M. Bldg., Houston, Tex.

BALLY

Challengers

$40.00

Slightly used — Guaranteed perfect shape. Immediate Delivery.

NEW ORLEANS NOVELTY CO.

238 Dryades St., New Orleans, La.

Above Model and Other
WATLING ROLATOP SLOTS
in Stock at Our Offices
READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio,
Houston, Wichita Falls, Oklahoma City,
New Orleans, Memphis.

Brunswick Business Up

CHICAGO, Nov. 21.—A spurt of 70 per cent in sales for the third quarter and the largest net earnings for any similar period in the last six years are disclosed by Brunswick Balke Collender Company in the report for the three months ended with September and the first nine months of the year.

Sales for the nine months showed a gain of 40 per cent over the same period of last year.

Net earnings of the corporation for the quarter amounted to $651,943, before federal taxes, or $1.35 a share on the 450,000 shares of common outstanding. For the nine months the earnings were $533,788, or 90 cents a share.

This compared with net earnings, before federal taxes, for the September quarter of 1935 of $222,704, or $1.18 a share, and a profit of $63,634 for the first nine months of 1935, or slightly more than 14 cents a share. Last year's per share earnings are calculated on the presently outstanding stock.

Seasonally, the September quarter is the year's best for the company. Sales for the period this year aggregated $3,326,631, which compared with $1,956,750 for the corresponding period of last year. Total sales for the first nine months of 1936 were $6,130,473 against $4,358,606 for the same time in 1935.

The Brunswick company produced an early model of bowling game with a coin chute attached.

GADCO

Your Guarantee of Stability

IT required six years of observation, study and experience to conceive the GADCO policy for planned stabilization of the Amusement Machine Industry.

- Recognizing that this industry is as substantially sound as any in America, we believe its operators are entitled to the same considerations, such as credit, service, guarantee, stability of the houses from which merchandise is bought and which are enjoyed by business men in other fields.
- To us the operator of coin-operated equipment is a business man engaged in a profitable, stable industry.
- We propose, therefore, to institute a **new era** in the amusement machine industry . . . a proposition of signal importance to operators, jobbers and distributors everywhere, and especially in Michigan and Ohio.
- Come to us with your problems involving the purchase of new amusement equipment and the development of your business as an operator. You'll find us notably willing and eager to co-operate with you by extending every available facility of our organization and resources.

Cordially yours,

Leslie G. Anderson

PRESIDENT

DISTRIBUTORS FOR
STONER CORPORATION
IN MICHIGAN

DISTRIBUTORS FOR
PACIFIC AMUSEMENT MFG. CO.
IN OHIO AND MICHIGAN

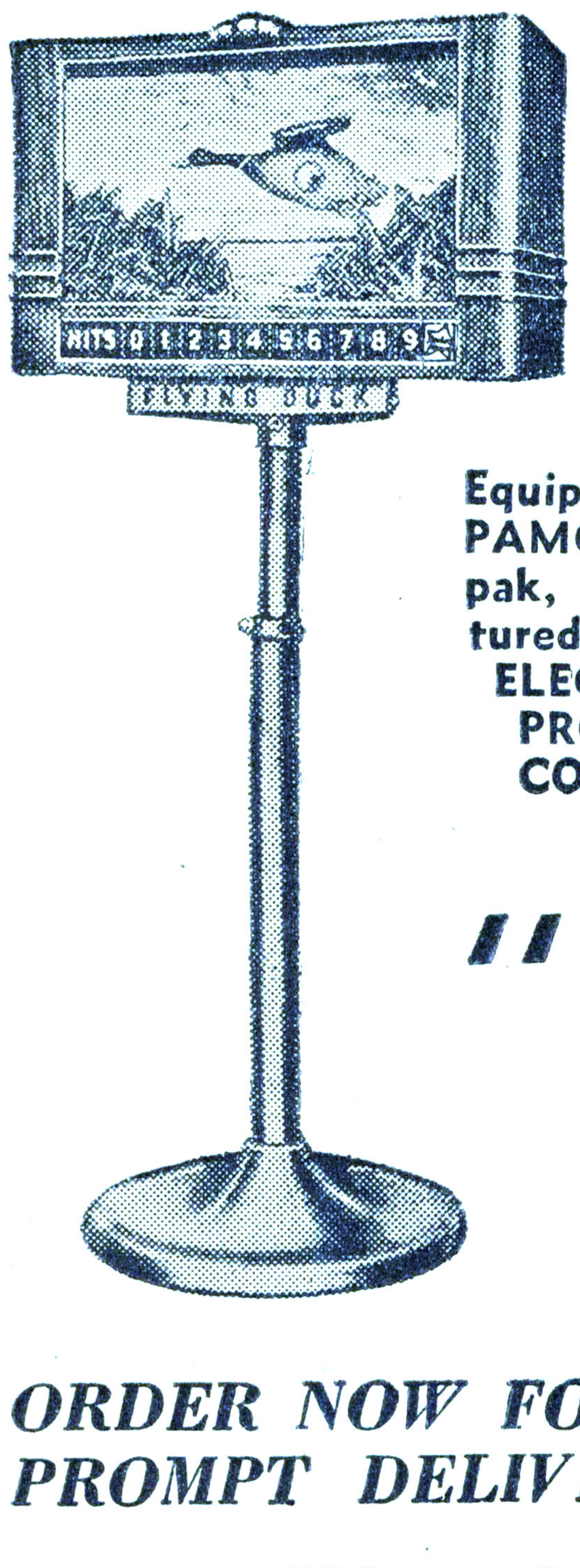
"Hold 'em"

$54.50
ELECTROPAK EQUIPPED

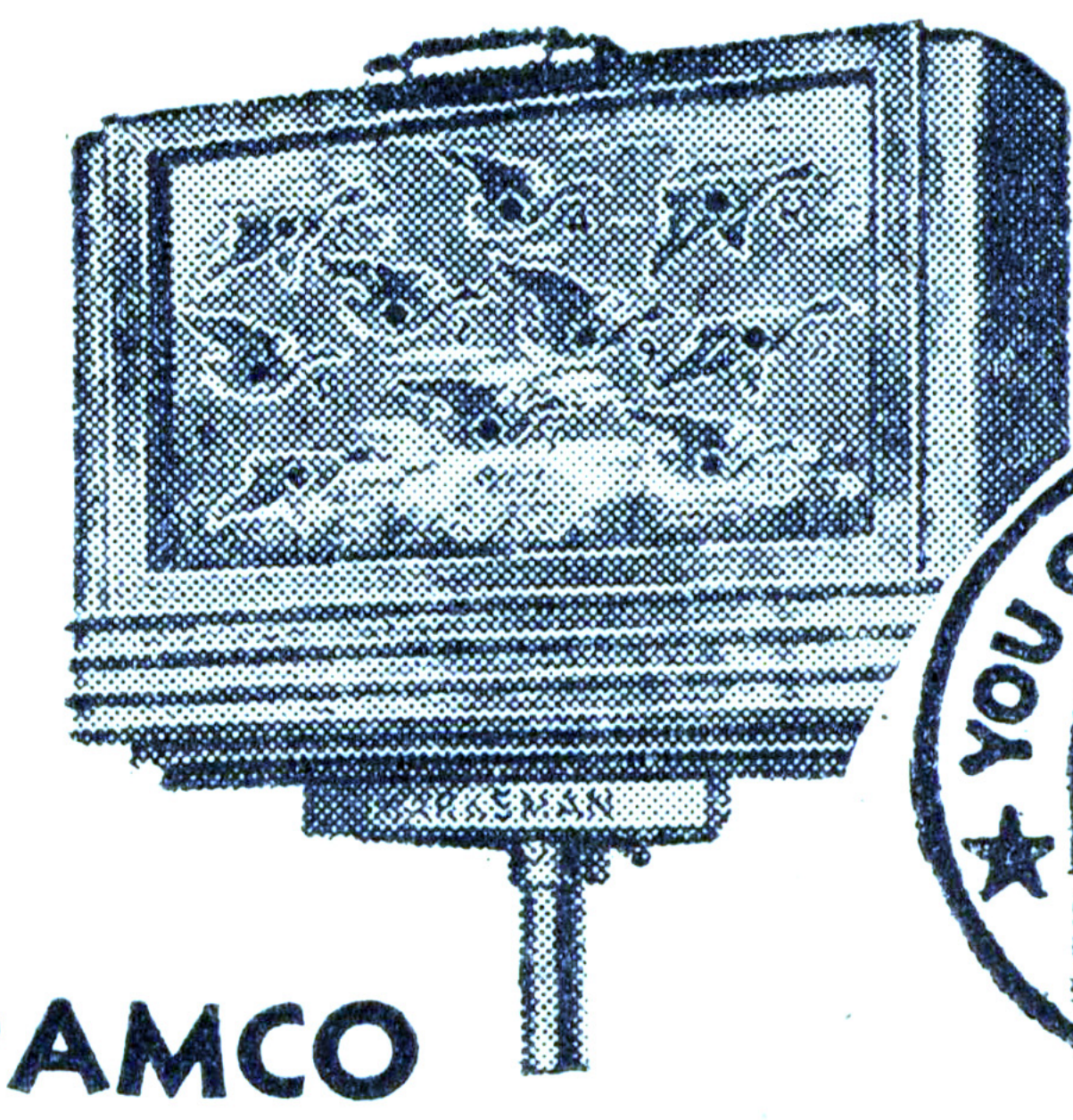
CUSTOM BUILT
"The Aristocrat Line"

READY FOR IMMEDIATE DELIVERY

PAMCO
"MARKSMAN"



Equipped with a PAMCO Photopak, Manufactured by The ELECTRICAL PRODUCTS COMPANY



YOU CAN DEPEND ON PAMCO PRODUCTS

PAMCO
"FLYING DUCK"

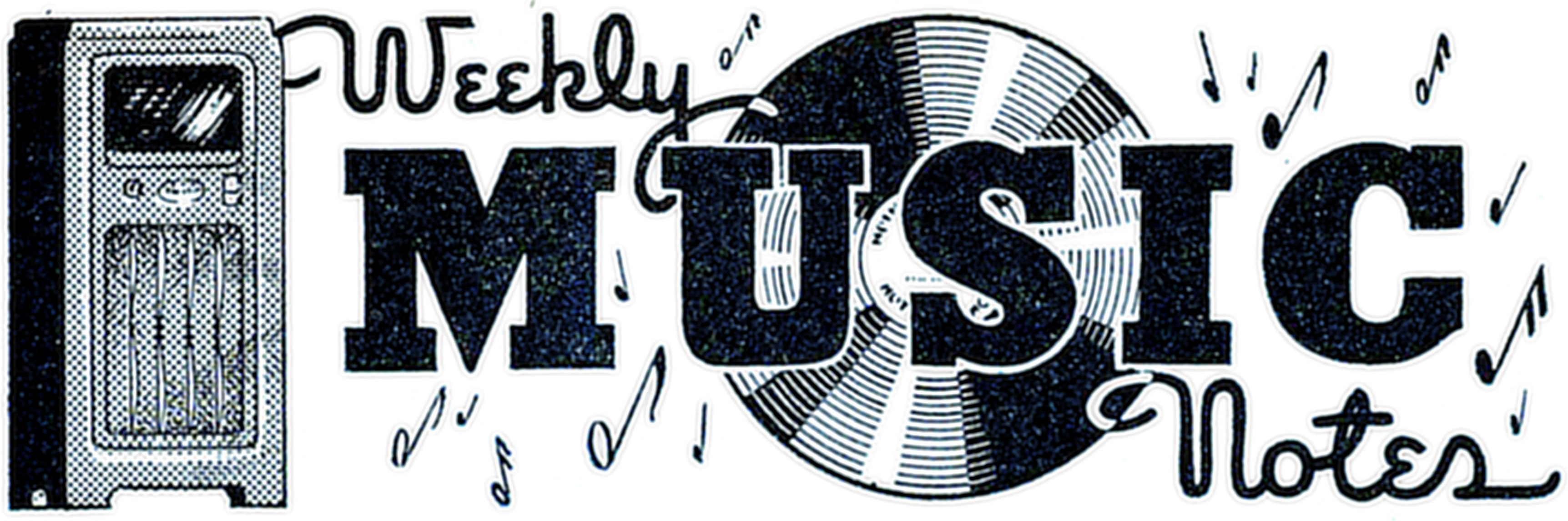
ORDER NOW FOR PROMPT DELIVERY!

GENERAL AMUSEMENT DEVICES COMPANY

PHONE Randolph 6350

3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents: ANCOTT COIN MACHINE EXCHANGE, 8625 LINWOOD AVENUE, DETROIT, MICH.
SICKING MANUFACTURING COMPANY, INC., 1922 FREEMAN AVENUE, CINCINNATI, OHIO.



Pennsy and Jersey Music Men Convene

PHILADELPHIA, Nov. 21.—A regular meeting of the directors of the Phonograph Operators of Eastern Pennsylvania and New Jersey was held at the office of Edward N. Polisher, its counsel, Monday night.

Meeting was called to order by Frank Engel, of the Automatic Amusement and Music Company, president of the association. Present also were M. Margolis, of the Keystone Automatic Music Company; Morris Finkel, of the High Point Amusement Company; Alexander Lederer, of the General Automatic Amusement Company; Messrs. Mellwig and Bege, of the Cameo Amusement Company; P. Frank, of the Automatic Vending Corporation; William R. Yanks, of the Excelsior Novelty Company; Edward Klein, of the Premier Music Company, and manufacturers' reprsentatives Messrs. Hammond, Delaney and Mendelsohn.

Stickers to be affixed to phonographs operated by members of the association were distributed with instructions that the same be placed on machines within two weeks. Code of ethics and provisions for the grievance committee were being strictly observed by the members and it was reported that three disputes between members were satisfactorily adjusted by mutual agreement since the last meeting.

Board of directors has determined to invite all operators of phonograph machines in Philadelphia, Bucks, Montgomery, Delaware, Chester, Northampton, Lehigh, Berks, Lancaster and York counties, Pennsylvania, and Southern New Jersey to become members and an intensive campaign is planned for this purpose.

Headquarters of the association have been established at the office of Edward N. Polisher, 1502 Franklin Trust Building, here.

Record Sales Way Up

CAMDEN, N. J., Nov. 21.—A spokesman for the RCA-Victor Company here indicated that the sale of phonograph records is already 85 per cent above last year and is expected to show an increase of 100 per cent for the year as the Christmas demand gains momentum.

Brunswick Record Firm Opens St. Louis Office

CHICAGO, Nov. 21.—Brunswick Record Corporation, distributor of Brunswick, Columbia, Vocalion and Melotone records, announces the opening of a new branch office at 1512-1514 Market street, St. Louis.

The branch will be conveniently located in the vending-machine district of downtown St. Louis, will afford plenty of free parking space and will be accessible from all points of the city.

St. Louis branch will be under the supervision of Harry Victor, who is being transferred from the Chicago Brunswick office. Victor was formerly in charge of the Chicago Columbia record branch, has been associated with the record business for the past 17 years and is well known and liked by dealers and operators alike in the St. Louis and Chicago districts. Victor's help and advice, based on years of experience, are offered by the Brusnwick Company to dealers and operators in the St. Louis area.

A cordial invitation is extended by Brunswick to all operators and dealers to visit its St. Louis office, which will carry a full line of Brunswick, Columbia, Melotone and Vocalion records and accessories. Branch will be ready for service by December 1.

Triangle Music Company Opens Cleveland Quarters

CLEVELAND, Nov. 21.—Triangle Music Company, Inc., with outlets in Cleveland, Youngstown and Columbus, O., celebrated the grand opening of its new distribution center at 4608 Prospect avenue here last night. Company handles Wurlitzer phonographs and Skee Ball games, also other types of popular coin-operated equipment.

They also maintain a service department which is especially designed for the convenience of the operator and have developed a highly intensive location-finding effort which results in their ability to supply their operator clientele locations for all types of equipment at any time.

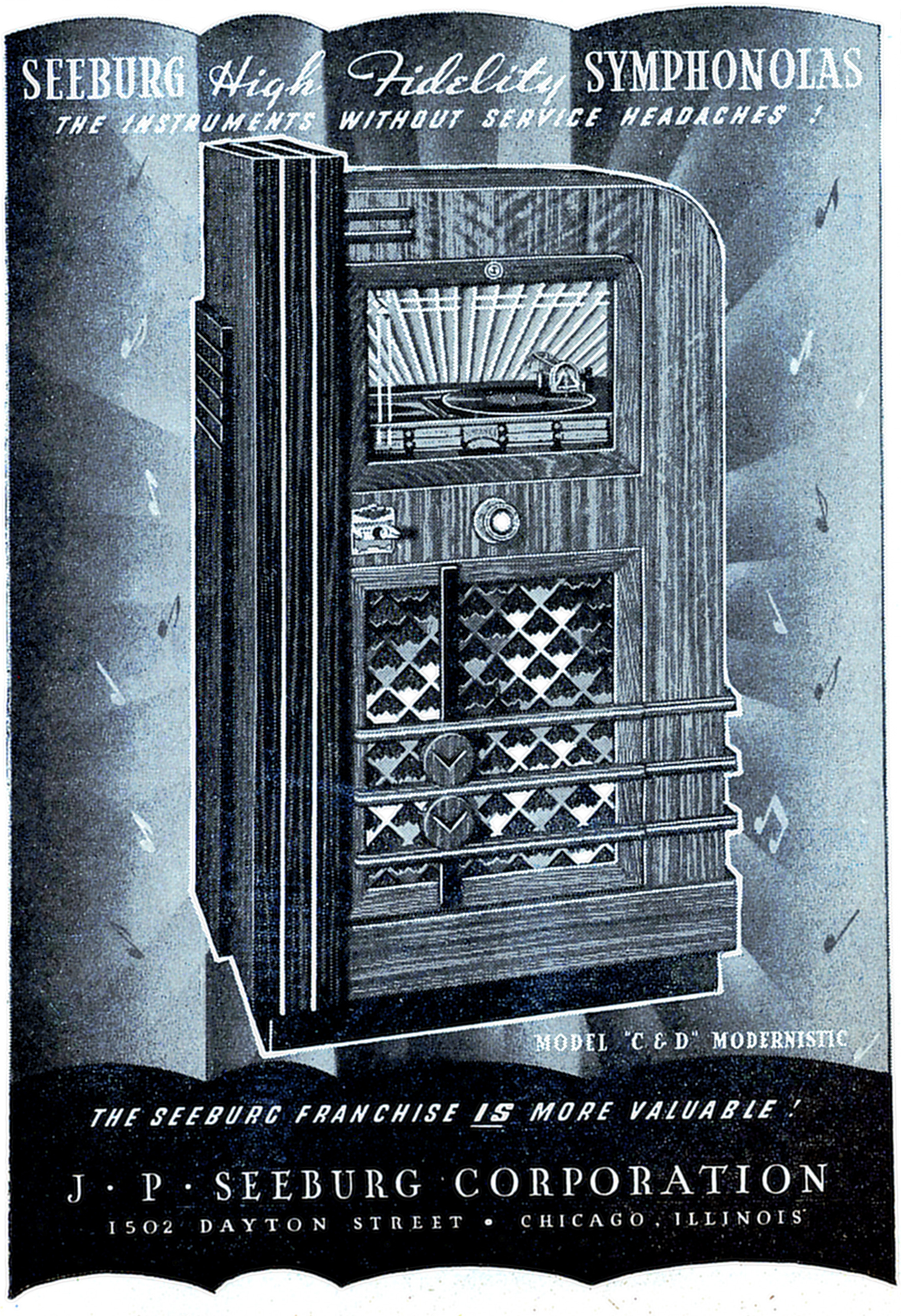
Officers of the company are W. C. Miller, L. J. Dixon and A. W. Witalis. These men have been in the coin-operated equipment business for a number of years.

Symphonola Keeps Step With Amusement Spirit

CHICAGO, Nov. 21.—Seeburg officials, commenting on the flow of money as indicated in recent business developments, said that "the Seeburg Symphonola phonograph is in line with the tremendous upward swing also seen in the amusement world. It is an automatic phonograph that recreates music with true tonal quality. This outstandingly popular phonograph is fulfilling the demand for music on thousands of locations while the laughing, happy crowds dance, already forgetting depression and the more gloomy years.

"Seeburg acoustical engineers have designed an automatic phonograph worthy of any type of location. Night clubs, amusement arcades, tavern, country and town clubs, hotel lobbies and theater foyers are ideal spots for the placement of the High Fidelity-Symphonola.

"The outstanding characteristic of the Seeburg automatic phonograph as contended by our engineers is its capability of tone reproduction. The music or orchestra is personalized by this marvelous instrument for the exclusive entertainment of a location's patrons. Consequently there is a satisfaction gained from this phonograph's renditions which naturally induces one recording play after another to build up huge profits."


SEEBURG High Fidelity SYMPHONOLAS
THE INSTRUMENTS WITHOUT SERVICE HEADACHES!
MODEL "C & D" MODERNISTIC
THE SEEBURG FRANCHISE **IS** MORE VALUABLE!
J · P · SEEBURG CORPORATION
1502 DAYTON STREET • CHICAGO, ILLINOIS

F. W. BANNISTER, owner of the A. A. A. Novelty and Sales Company, Indianapolis, well and favorably known among operators. Banister reports constantly increasing sales of Rock-Ola's new 1937 Rhythm King phonograph.

Plan Wurlitzer Train

BOSTON, Nov. 21.—Enthusiastic plans are under way at this early date here thru the personal efforts of Ben D. Palastrant, of the Supreme Amusement Company of New England, Inc., to launch a Wurlitzer convention special Pullman for New England operators to rail it en masse to the coin-machine convention in Chicago January 11, 12, 13 and 14.

Palastrant already has approximately 25 operators lined up for the convention special, with 200 the goal. Those who have thought of going to the Windy City can now join the New England party for a gala time en route and at the convention. For reservations or information write or wire Ben D. Palastrant, Supreme Amusement Company of New England, Inc., 1254 Washington street, Boston.

Sheet-Music Leaders

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

(Week Ending November 21)

1. The Way You Look Tonight (1)
2. I'll Sing You a Thousand Love Songs (3)
3. When Did You Leave Heaven? (2)
4. In the Chapel in the Moonlight (8)
5. South Sea Island Magic (4)
6. Pennies From Heaven (11)
7. Did You Mean It? (6)
8. A Fine Romance (5)
9. Midnight Blue
10. You Turned the Tables on Me (10)
11. Organ Grinder's Swing (9)
12. Me and the Moon (7)
13. Who Loves You? (13)
14. Talking Thru My Heart
15. Close to Me (12)

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, November 13, to Thursday, November 19, both dates inclusive.

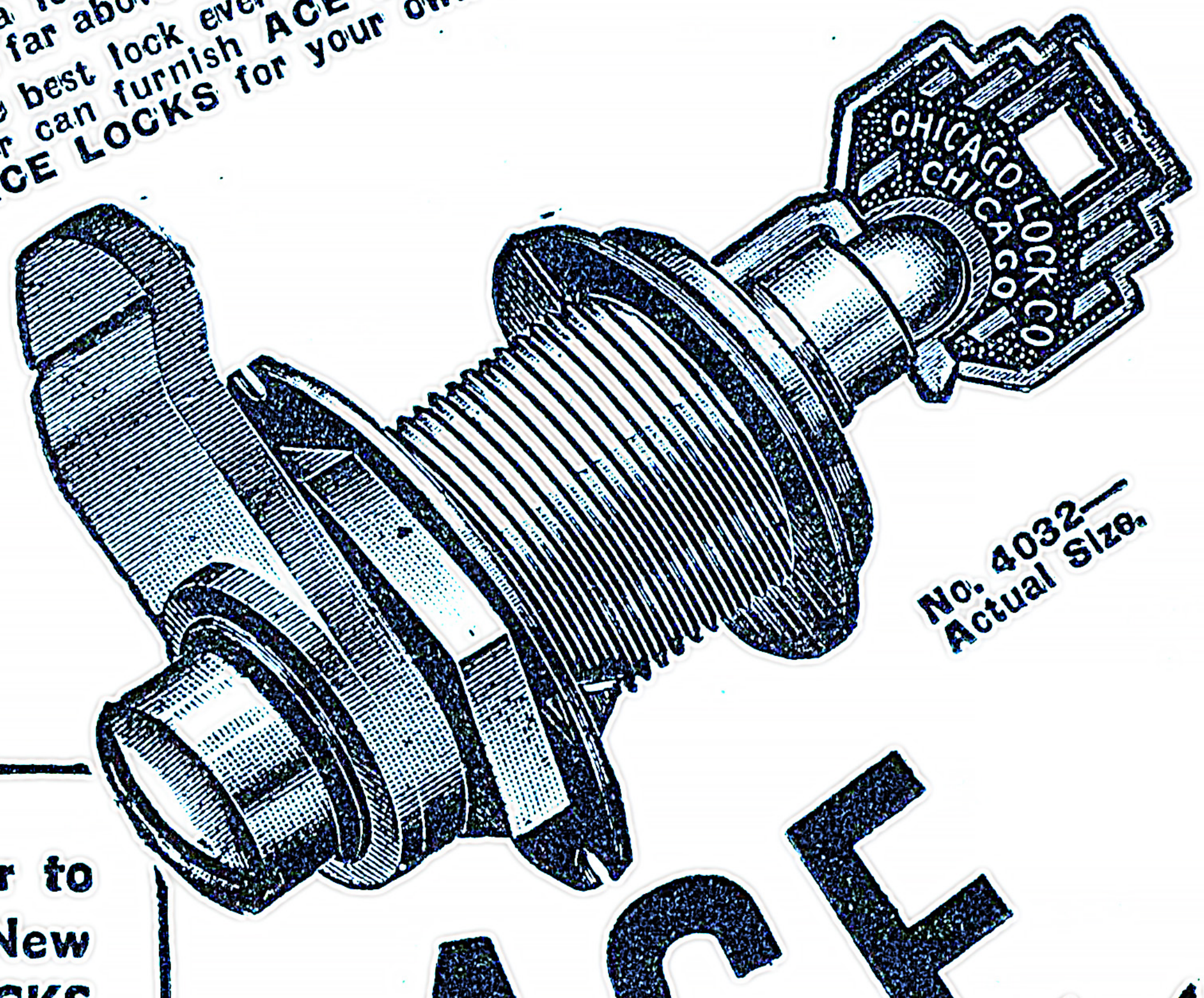
Chapel in the Moonlight (21)	27
The Way You Look Tonight (23)	26
Who Loves You? (23)	24
I'll Sing You a Thousand Love Songs (15)	23
Did You Mean It? (13)	22
It's De-Lovely	21
You Turned the Tables (22)	19
I'm in a Dancing Mood (16)	18
Organ Grinder's Swing (18)	18
'Taint Good	17
Close to Me (17)	16
When Did You Leave Heaven? (19)	15
You Do the Darnedest Things	13
Me and the Moon (13)	9
You're Everything Sweet	9
You Came to My Rescue	8

Demand
PERMO-POINT
PHONO NEEDLES
FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

TRIANGLE MUSIC CO., Inc.
--*Announce*--
THE
GRAND OPENING
OF THEIR DISTRIBUTION CENTER
4608 PROSPECT AVE. CLEVELAND, OHIO

Wurlitzer Phonographs
Wurlitzer Skee Ball
AND
OTHER PRODUCTS OF THE WURLITZER NEW GAMES DIVISION

CURRENTLY POPULAR COIN-OPERATED EQUIPMENT OF MANY TYPES.
Service With a Smile for the Operator's Convenience
LOCATION SERVICE FROM DIRECT MAIL RETURNS.
We Sell Only to the Operator
LET US HELP YOU
BRANCHES AT YOUNGSTOWN AND COLUMBUS, OHIO.



Coin Machine and Vendor LOCKS

To the coin machine operator looking for a stronger, safer protection to his profits . . . and to the manufacturer who realizes the importance of a lock as a selling point for his product, the ACE LOCK stands far above all others.

We know it is the best lock ever built for this particular purpose. Any manufacturer can furnish ACE LOCKS on his machines, or you can order ACE LOCKS for your own use, keyed alike if you prefer.

No. 4032—Actual Size.

Ask your Lock Dealer to show you the New CHICAGO ACE LOCKS . . . or write for circulars and full details.

ACE

Chicago Lock Co.
2024 N. RACINE AVE. CHICAGO

New Orleans

NEW ORLEANS, Nov. 21.—Cold, dreary weather with plenty of rain fails to hamper increasing play of coin machines in this section. All ops say that business is good except for some scattered points where backward operators have failed to keep their play alive with new ideas. These ops just won't catch on that patrons do not want to play the same machine month in and month out.

As each day brings the time nearer for the big January convention, dealers and ops are on edge to see what the new year will bring. Just a week ago a committee in charge of arrangements was planning to charter a special coach on a Chi-bound train; now the same committee has found the idea so well thought of that a coach has been filled in prospect and now it is hoped that a full train can be chartered by coin men of this and surrounding States for the trip. What do you think about the idea, you boys in Mississippi, Texas and Arkansas? Get in touch with Harry Batt, Dixie Coin Machine Company, if you think it a good stunt.

Two recent visitors to New Orleans to look over the new stock of Swing King phonographs were D. T. Cardinale and Gaston Woods, Louisiana ops. Both have been Mills advocates for a long time and report good business in their respective communities.

O. C. Marshall, of the Dixie Coin Machine Company, used to blame the late hours he was forced to work at Pontchartrain Beach last summer for his sleepy way of doing things the following day, but now with the beach closed up tighter than a Scotchman ole "Ace" seems just about as drowsy as we ever saw him before. What's your excuse, now, Ace?

Jack Rose, representative of practically half of the United States for Stewart McGuire, New York, spent a few days in New Orleans recently calling on the operators with a line of chocolate, gum, candy and cigaret venders, and they tell us that he left town with plenty orders. He went from here to Florida.

Frank Alessi, of the Standard Amusement Company, says that his idea of heaven is a rod, a reel and a bite every 10 seconds, yet he complains that the weather is too cold for fishing and so he is now going hunting each week-end.

Local operators have been trying to persuade Claire Pace, genial daughter of the coin ops' association president, Julius Pace, to join the crowd in the march on Chi for the coin-machine convention in January. There are few men in the trade who know more about the business than little Claire.

Charlie Phillips, of the General Novelty Company, has opened one of the largest candy concessions in New Orleans in the corridor of the newly opened Liberty Theater on St. Charles street. Charlie says that his first week was a pippin.

Jules Peres, president of the United Music ops and secretary of the coin venders' association here, has installed a Palm Beach in his backyard on LaPage street. Jules has sprinkled sand all over the place, installed big beach umbrellas and tables and in other words is getting a "home-made" sun tan. "You'd never know the difference," Buster Clesi said after he gave Jules' new beach idea a tryout. "It's just like going to Florida."

Reconditioned Phonographs - - All Guaranteed A-1

SEEBURG JR. AUDIOPHONES	$ 49.00
ROCKOLAS	165.00
WURLITZER P-12	175.00
MILLS DANCE MASTER	110.00
SEEBURG SELECTOPHONE	110.00
SEEBURG SYMPHONOLA (High Serial)	175.00
SEEBURG DE LUXE MODEL "D"	200.00
NEW ROCKOLAS	235.00

1/3 Deposit With Order, Balance C. O. D.
O. & M. DISTRIBUTING CO.
28 West Broadway St., Muskogee, Okla.

60 MILLS
MODERNE SELECTIVE TROUBADOUR PHONOGRAPHS.
A-1 Condition.
FOR SALE—$45.00 EACH.
Lots of 10—$40.00 Each.
Vending Machine Sales Co.
1812 N. Grand Ave., - - - St. Louis, Mo.

SPECIAL CLOSE OUT BARGAINS

	Each.
96—BRAND NEW DUCK SOUPS, $3.50 each, or if purchased in lots of five	$ 3.00
3—SUPERIOR CIGARETTE COUNTER MACHINES	7.00
6—DAVAL 'RITHMATIC COUNTER MACHINES	8.00
8—*MODEL "B" TRAFFICS, 5 Balls	8.00
4—MILLS NEIGHBORS	10.00
1—*DAVAL AUTOPUNCH COUNTER MACHINE	12.00
6—*MODEL "A" TRAFFICS, 5 Balls	12.00
3—JENNINGS CONFECTION VENDOR SCALES	15.00
1—JENNINGS STRATOSPHERE TICKET GAME	15.00
1—ROCK-OLA HEADLITE WITH FREE GAME UNIT	20.00
2—JENNINGS CLUB VENDERS	20.00
1—*EVANS DARBY COUNTER MACHINE	20.00
4—BUCKLEY DOUBLE NUGGETS WITH PAYOUT REGISTER	20.00
5—ROCK-OLA TOTALITES WITH PAYOUT REGISTER	20.00
2—*DAVAL BOWIE, 1 Ball	20.00
11—SHYVERS ROUND 'N ROUNDS WITH PAYOUT REGISTER	20.00
2—*WESTERN COCOANUTS, 1 Ball	20.00
1—*WESTERN CARIOCA, 1 Ball	20.00
1—*PACIFIC ECLIPSE, 1 Ball	20.00
1—MILLS OWL LIFTER (Floor Sample)	25.00
2—IRON CLAW DIGGERS	25.00
21—*MILLS TYCOONS, 1 Ball, Seven Slot	39.00
3—*JENNINGS HIT IT BASEBALL GAMES, 3 Balls	39.00
1—*PARAGON, 1 Ball	39.00
1—*A. B. T. TRANS-PACIFIC, 1 Ball	39.00
1—*MILLS POSITION, 5 Balls	39.00
1—*JENNINGS DAILY LIMIT, 1 Ball	39.00
12—*JENNINGS FLICKERS, 4 Balls	79.00
5—MILLS TRIPLE SLOT TROUBADOUR PHONOGRAPHS	100.00
9—*BALLY RELIANCE DICE MACHINES, 5c Play	60.00
2—*BALLY RELIANCE DICE MACHINES, 25c Play	65.00
2—*MILLS McCOYS, 2 Balls	57.00

SKEE GAMES AT MONEY SAVING PRICES

10—PONSER ROLL-A-BALLS	$135.00
9—BALLY ROLLS	145.00
8—WURLITZER SKEE BALLS	165.00

(Machines marked thus * are Automatic Payout)

Every piece of equipment listed above bears the well-known "VEMCO" guarantee to give satisfaction. Our terms are one-third certified deposit with order, shipment C. O. D. for balance. DON'T DELAY! Phone, wire or write for your requirements today.

THE VENDING MACHINE COMPANY, 205-15 Franklin St., Fayetteville, N. C.

OPERATORS' PHONOGRAPH COVERS

Our sincere appreciation for the manner in which you operators have responded to our product, and for the nice orders from operators and distributors—in return we offer until further notice

GUARANTEED WEATHERPROOF—$6.95. DURABLE MOLESKIN—$4.95.

Both Fleece Lined—F. O. B. Greensboro, N. C. 1/3 deposit with order, balance C. O. D.
Covers for all machines—Satisfaction guaranteed or money refunded.
WRITE FOR QUANTITY PRICES
Manufactured by MAX E. WELLS & CO., Greensboro, N. C.

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Bally Mfg. Co.
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Education or Legislation

By Arthur C. Hughes

FOR some time there has been a slowly growing sentiment in cercertain quarters against our industry. This feeling, altho basically wrong, does have certain grievous particulars to support it and it isn't wisdom on our part to ignore it or to pass it off with a careless reference to puritanical zealots who used to close movies on Sunday, ring the curfew at 9 o'clock every night and attempt to make everybody uncomfortable.

We are faced with serious facts which demand our close attention. We can't be like the farmer who lived close to the earth all of his life until one sunny afternoon he came to the city and almost got run over when he attempted to cross a busy intersection against the red signal light. Questioned by the traffic officer on duty, he convinced him that he didn't know anything about red and green traffic lights. The officer put him back on the sidewalk with the sound advice to watch the lights thereafter and go with the green—stop with the red. His plea of ignorance brought him education and sensible advice. If our industry as a whole refuses to open its eyes and watch the way traffic is going we are going to be rudely awakened in the not too distant future with the realization that we have no business! A plea of ignorance will do no good then; the reply will be short and concise: "You should have kept your eyes open and seen the red danger light before going indifferently on."

* * *

In this article I want to outline the danger signs that far-seeing men of the phonograph industry see ahead of us. At the very beginning I want to emphasize the fact that I am not one to cry wolf; it suits me and my business of selling phonographs to operators in eight States to paint a rosy picture of untroubled operations and steady profits. But I'm not ready to retire and I can't conscientiously sit by and see ominously significant happenings without voicing a warning while there is time to act and before all of us find ourselves on the receiving end of a lot of trouble brought about by our own indifference.

There are several different phases of the problem to consider. The undisputed fact that far too many locations permit the phonographs to play with a full volume of tone to the annoyance of near-by residents is, quite probably, doing more insidious damage to the industry than any other factor. The practice of some operators of equipping their machines with risque records (a plainer and more expressive word is "dirty") is the cause of complaints which, in all likelihood, the operator of the machine or the location's personnel never hear because such complaints are made to the police department, the city and county officials, senators, even the governor of the State. The indiscreet installation of outside speakers in residential districts has brought serious trouble in the past; if persisted in it will undoubtedly be cited in some high court of law where we, the industry, will be fighting for our very business lives. The unconscious harboring of the thought that the phonograph business is part and parcel of the slot machine business; that because our machines are coin operated they belong to the same classification as the slot machines and marble tables is a dangerous factor. Undoubtedly some coin-machine operators will read this. To them and to all I wish to say that I'm not opposed to them. Our company is very active in that and in all coin-operated machine markets, but we in the office recognize the fact that there are several different phases of our business: Coins operate business machines; the same coin operates pleasure machines; likewise it operates those machines legally designated as "skill games." They each are sold to a different market by a different sales organization, and while the operators of phonographs are, usually, very friendly to and, ofttimes, closely associated with the operators of the slot machines and marble tables, they operate under different conditions and licenses and the distinction must be kept clear, both in their minds and the public's mind. Then, the matter of taxation and licensing is an important part of our future to consider.

* * *

Several of the above-mentioned points are so closely related to the location that I want to devote the balance of space permitted for this article to the immediate task ahead of us; namely, seriously approaching the hazards to the industry caused by non-thinking owners and employees of locations, acquainting them with these present factors and enlisting their co-operation in handling them intelligently

The instance of a beer retailer who ignored the request of a young man who stopped in his place located in a residential section is illustrative. At this location the employees made no effort to tone the phonograph down late at night. Several complaints had been made to the manager of the all-night place by residents nearby, who declared that the loud music late at night kept them awake. He promised them rather suavely that he would watch it, but within a few days the phonograph would be playing at full volume again. The young man first mentioned stopped in to see him one night and requested that the music be toned down as his mother was sick in their near-by home and the constant noise was making her worse. The manager replied that his patrons wanted the music like it was so there was nothing he could do about it. Then the complaining young man asked that the outside speaker be disconnected if the music wasn't going to be toned down in volume. This the manager refused to do. The young man left only to return shortly with a shotgun. Standing in front of the night spot, he lifted his gun and shot the speaker off the wall, literally tearing it to pieces. When the manager complained to the police department and wanted them to arrest the young fellow for maliciously destroying his property the police laughed at him and made some slighting remark to the effect that he was lucky that the visitor with a shotgun hadn't decided to take a shot at him also.

Undoubtedly the manager of the location was in the wrong. He was permitting loud music late at night in a residential area and had refused to comply with a citizen's request that the annoyance be abated because it was disturbing the rest of a sick woman. But, and here is the significant part of the whole episode, the police department indorsed the action of the young man in shooting the loud speaker to pieces and laughed at the request of another citizen (the manager) for redress against the perpetrator of the unlawful act.

* * *

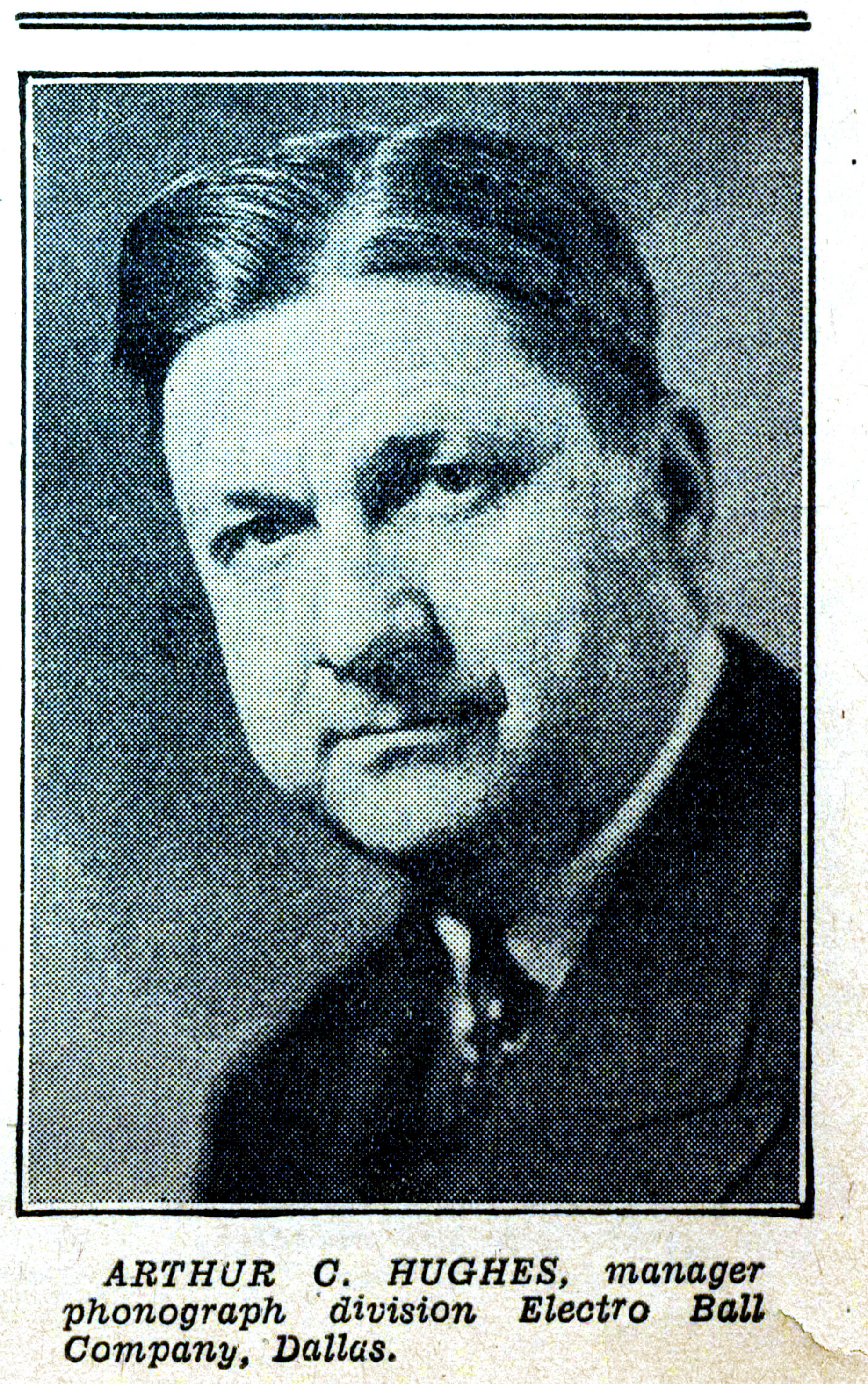
What state of mind does that portend? Certainly not a very healthy one for phonograph operators. Even if it were an isolated instance, which it, unfortunately, is not, it would still indicate that the locations to which we intrust our machines are not being very intelligent in keeping the good will and approbation of their townspeople and civil officials. It goes farther than that. It indicates a growing intolerance of phonographs and the possibility of their misuse by the very people in whose hands rests the power to make our lot a fortunate and successful one or a very unfortunate and unsuccessful one.

What to do about it? I urge that every operator and every individual connected with the industry in any way make it their own personal business to police the business themselves. More explicitly, I would like to see all of us be on the alert for loud tones at night, particularly in a residential area where there is a probability that some sleeper may be disturbed. And, finding such, to talk straight talk to the manager of the place, wherever or whoever it might be, identifying ourselves to him as being vitally interested in the business as a whole, and asking co-operation on his part in keeping the machine at his place of business toned down to a lower volume. A nice parallel that might be used is that of apartment houses. They have a rigidly enforced rule that no radio or phonograph shall be played at all loudly after 10 o'clock at night; the neighborhood eating place or beer outlet can be envisioned as just one unit of a vast apartment made up of the surrounding homes. Let us then abide by the house rule of the apartment in which we live.

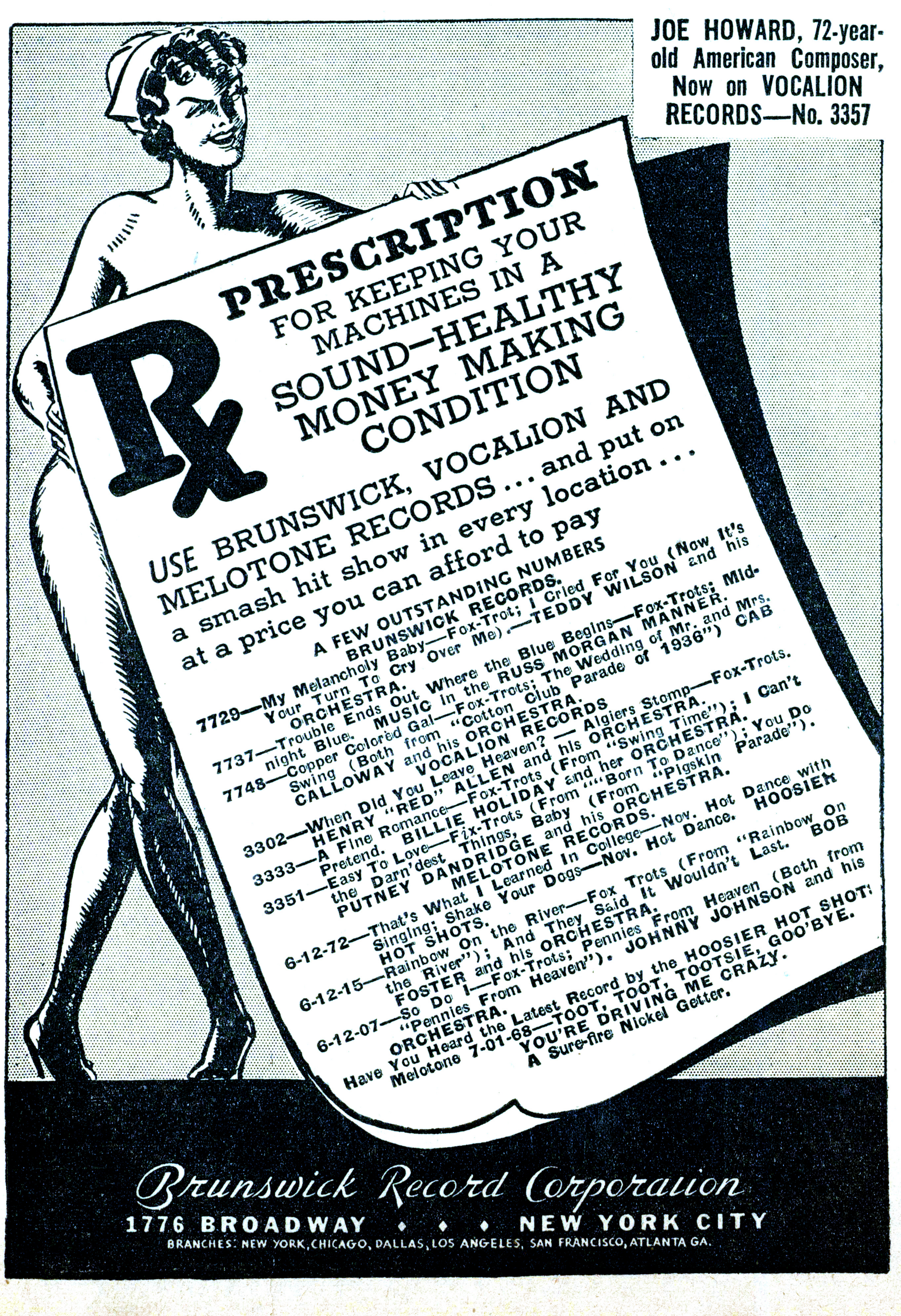
* * *

Another and equally important bit can be accomplished by the operators. They should start promptly an educational campaign by word of mouth and reach every employee of every location. They should inform them of the possibility—the probability—of all legislative bodies following the lead of at least one State which has passed a law absolutely forbidding coin-operated phonographs in beer-retailing places of business. The instance of one large city which has completely forbid the phonograph in any public place might be used to illustrate what can happen unless the locations protect the privilege—and such it must be regarded as, in the face of what has happened in some localities—under which they operate. The operator of a place with a beer license which has a phonograph in it can be closed down by the police department irrespective of municipal laws concerning the phonographs. If complaints arise because of the phonograph's misuse the city officials can find ways to take his beer license away or make his business life so miserable that he will be glad to close. Such things have happened as every wise beer retailer knows; they will happen again if too many complaints come to the attention of the city officials about loud music at night coming from his place.

Outside speakers in a residential area or semi-residential district are the greatest problem to overcome. Not only do they create a noise nuisance to arouse neighboring citizen's wrath, but the repetition of records is, in itself, an annoyance to some people. In this connection, records and tabulations have shown



ARTHUR C. HUGHES, manager phonograph division Electro Ball Company, Dallas.



JOE HOWARD, 72-year-old American Composer, Now on VOCALION RECORDS—No. 3357

PRESCRIPTION FOR KEEPING YOUR MACHINES IN A SOUND-HEALTHY MONEY MAKING CONDITION

USE BRUNSWICK, VOCALION AND MELOTONE RECORDS ... and put on a smash hit show in every location ... at a price you can afford to pay

A FEW OUTSTANDING NUMBERS

BRUNSWICK RECORDS.

7729—My Melancholy Baby—Fox-Trot; I Cried For You (Now It's Your Turn To Cry Over Me).—TEDDY WILSON and his ORCHESTRA.

7737—Trouble Ends Out Where the Blue Begins—Fox-Trots; Midnight Blue. MUSIC in the RUSS MORGAN MANNER.

7748—Copper Colored Gal—Fox-Trots; The Wedding of Mr. and Mrs. Swing (Both from "Cotton Club Parade of 1936") CAB CALLOWAY and his ORCHESTRA.

VOCALION RECORDS

3302—When Did You Leave Heaven? — Algiers Stomp—Fox-Trots. HENRY "RED" ALLEN and his ORCHESTRA.

3333—A Fine Romance—Fox-Trots (From "Swing Time"); I Can't Pretend. BILLIE HOLIDAY and her ORCHESTRA.

3351—Easy To Love—Fix-Trots (From "Born To Dance"); You Do the Darn'dest Things, Baby (From "Pigskin Parade"). PUTNEY DANDRIDGE and his ORCHESTRA.

MELOTONE RECORDS.

6-12-72—That's What I Learned In College—Nov. Hot Dance with Singing; Shake Your Dogs—Nov. Hot Dance. HOOSIER HOT SHOTS.

6-12-15—Rainbow On the River—Fox Trots (From "Rainbow On the River"); And They Said It Wouldn't Last. BOB FOSTER and his ORCHESTRA.

6-12-07—So Do I—Fox-Trots; Pennies From Heaven (Both from "Pennies From Heaven"). JOHNNY JOHNSON and his ORCHESTRA.

Have You Heard the Latest Record by the HOOSIER HOT SHOTS Melotone 7-01-68—TOOT, TOOT, TOOTSIE, GOO'BYE. YOU'RE DRIVING ME CRAZY. A Sure-fire Nickel Getter.

Brunswick Record Corporation
1776 BROADWAY • • • NEW YORK CITY
BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA GA.

me conclusively that out of any 12 records put in a machine, four of them will be played most of the sime. So when the change of musical fare is limited to four records, it seems small wonder that the citizen nearby who may be trying to do home work or read or sleep will become irritated by the monotonous playing over and over of the same few records. I imagine that many operators do not realize this. It is the truth, nevertheless, and a factor to be considered in our private war against letting our business become a public nuisance.

Pittsburgh

PITTSBURGH, Nov. 21.—American Cigaret Machine Company has been named exclusive distributor in this territory for Bolo, two-ball game manufactured in Utica, N. Y.

Sam Strahl, local jobber, who is also managing the Northwestern office in New York, moved his home to Philadelphia, where his only son, "Skippy," is making quite a name for himself on the air waves. His recent engagement on the radio in the City of Brotherly Love made his father wonder whether the boy will desert the coin-machine game for a career on the air.

Local skill-game jobbers and operators' association held a business meeting at the Mayfair Hotel recently.

Coin-operated bowling games are growing by leaps and bounds in local locations. Over 200 of them are already in operation in this territory.

Charlie Feldman, manager of the RCA-Victor record department here, reports that Shep Fields' *It's De-Lovely* is in great demand. Tune has been unusually popular with dancers.

Leading jobbers here have already reserved a suite of rooms in a leading Chicago hotel for the coming coin-machine show in January. Early indications point to the largest Pittsburgh party ever to attend the annual event. A number of operators who have been enjoying good business thruout the year are holding the week of January 11 open to enable them to take the trip to the coin-machine center.

LOOKING FOR BARGAINS?

HERE THEY ARE!

All re-conditioned, cleaned, batteries tested, and ready for prompt shipment. Terms: 1/3 Cash, Balance C. O. D.

AUTOMATIC CASH PAYOUTS.

5	BALLY ALL STARS	$40.00
1	ALAMO	30.00
2	BALLY CHALLENGERS	50.00
1	PAMCO CHASE	35.00
1	DAILY RACE (Western)	35.00
1	DAILY LIMIT (Jennings)	30.00
6	BALLY DERBIES	60.00
4	JUMBOS	30.00
2	BALLY ROUND UPS	40.00
1	WESTERN SNOOKER	30.00
2	SPORTSMEN (oak finish)	10.00
2	PUT 'N TAKE	10.00
1	GOTTLIEB SUNSHINE DERBY	30.00
7	MILLS TYCOONS (electropak)	40.00

SLOTS

1	MILLS 25c Dice Game with cabinet, late model	$150.00
1	5c SUPERIOR RACES	50.00

BIG STATE NOVELTY COMPANY
1304 Throckmorton St., - Fort Worth, Tex.

TARGET MACHINES
BOWLING GAMES
ROTARY MERCHANDISER

DIGGER MACHINES

DISTRIBUTORS for the latest and best money-getters. Write, wire, phone for lowest operators' prices. Can make immediate delivery.

MEYER WOLF
VERMONT APTS.,
ATLANTIC CITY, N. J.
Phone, 4-4724.

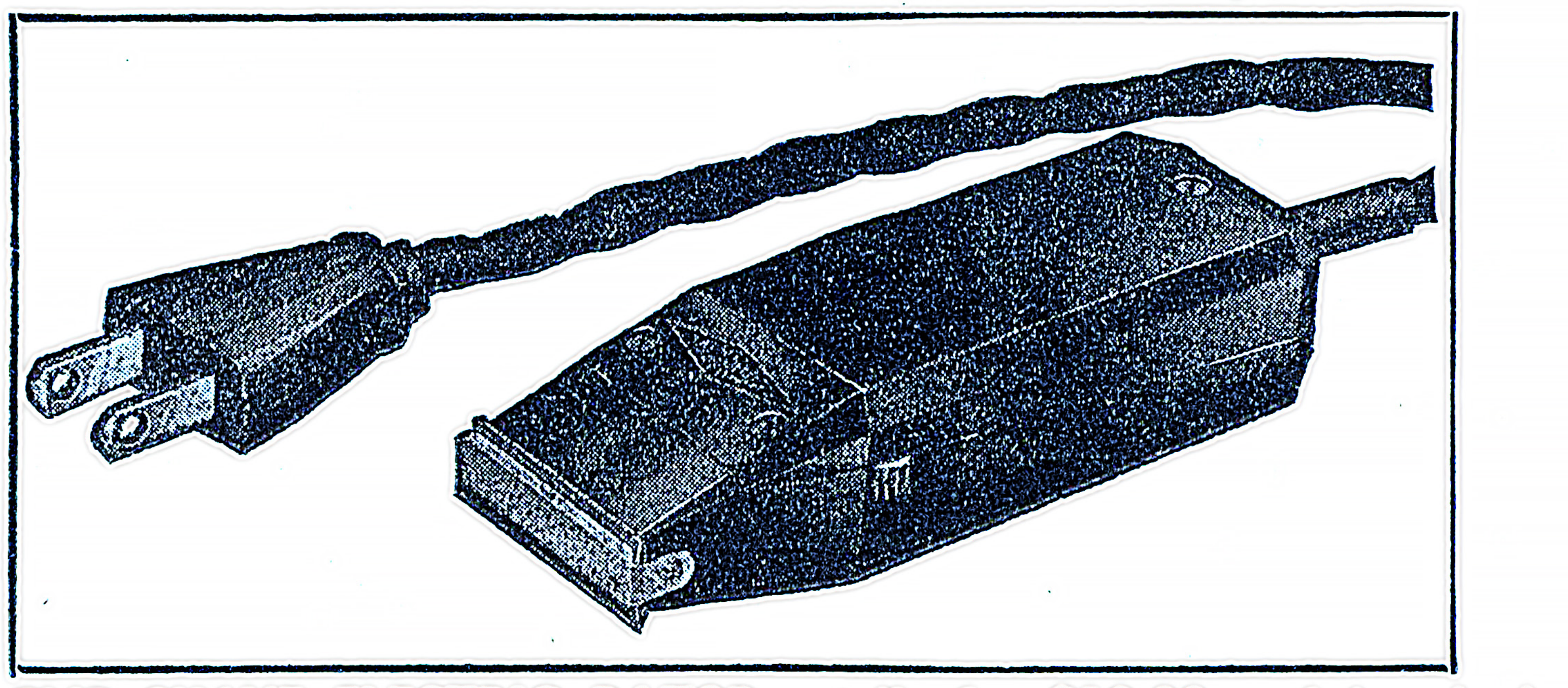
STOP! Check this and you'll stop wondering what YOUR NEW DEAL will be. **STOP!**

SALESBOARD OPERATORS

CLEAN UP WITH THIS NATIONALLY ADVERTISED

CLIP SHAVE ELECTRIC RAZOR

A Real Sensation . . . A Live Holiday Item!



THE CLIP SHAVE ELECTRIC RAZOR retails for $10.00 and is winning new customers every day throughout the country. With this feature operators are already

EARNING UP TO
$200.00 A WEEK
WITH OUR
LOW PRICED DEAL

Here is a chance to make some real money FAST. Be the first in your territory to work this deal.

AMERICAN NOVELTY CO.
1841 BROADWAY NEW YORK, N. Y.

MAIL THIS COUPON TODAY!

AMERICAN NOVELTY CO.,
1841 Broadway,
New York City.

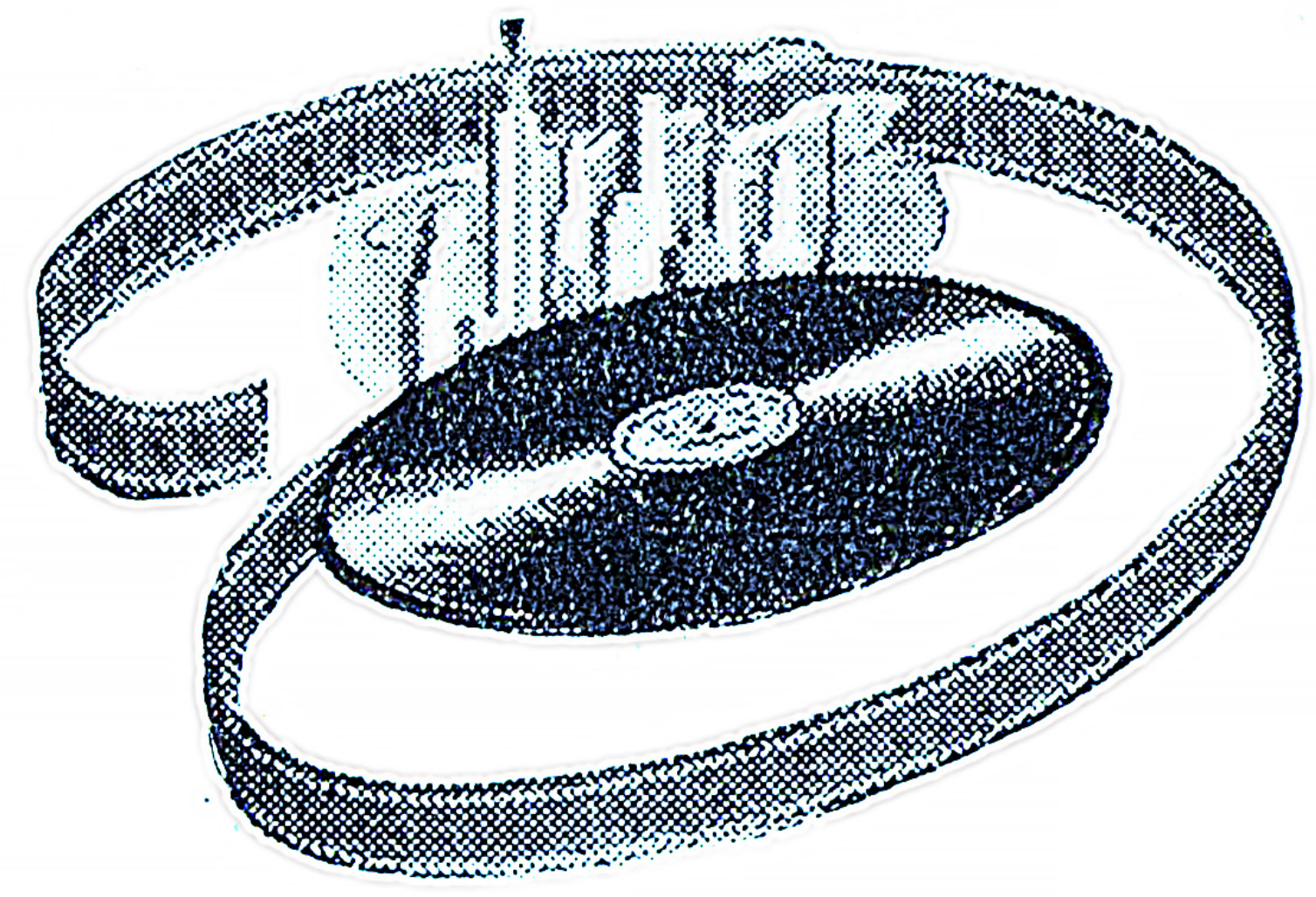
Gentlemen: Please send 75-Hole Sample Salescard and full particulars on your Low Priced Clip Shave Electric Razor Deal. This obligates me in no way.

Name ....
Address ....
City.............. State......

Ten Best Records for Week Ended Nov. 23

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640 — "You're Ev'rything Sweet" and "In the Chapel in the Moonlight." Shep Fields and orchestra.	7768—"Who Loves You?" and "With Thee I Swing." Teddy Wilson and orchestra.	25418—"Mama, That Man's Here Again," Part 1, and "Mama, That Man's Here Again," Part 2. Ken Murray and Oswald.	3354—"Bugle Call Rag" and "Too Bad." Don Redman and orchestra.
2	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7766—"I Was Saying to the Moon" and "On a Typical Tropical Night." Hal Kemp and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3351—"Easy To Love" and "You Do the Darn'dest Things, Baby." Putney Dandridge and orchestra.
3	B6642 — "You've Got Something" and "One Hour for Lunch." Tempo King and his Kings of Tempo.	7767—"Now That Summer Is Gone" and "Peter Piper." Red Norvo and orchestra.	25415—"Floatin' Down to Cotton Town" and "S'posin'." Fats Waller and orchestra.	3352—"A High Hat, a Piccolo and a Cane" and "The Skeleton in the Closet." Putney Dandridge and orchestra.
4	B6617—"For Sentimental Reasons" and "He May Be Your Man." Amanda Randolph and orchestra.	7762—"The Way You Look Tonight" and "Easy To Love." Teddy Wilson and orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3339—"Midnight Blue" and "Whatcha Gonna Do When There Ain't No Swing?" Henry (Red) Allen and orchestra.
5	B6604—"One, Two, Button Your Shoe" and "So Do I." Shep Fields and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25440 — "Ridin' High" and "Who Is My Baby Gonna Love All Winter?" Guy Lombardo and orchestra.	3341—"She'll Be Comin' 'Round the Mountain" and "Sugar Blues." The Rhythm Wreckers.
6	B6605—"Did You Mean It?" and "Floatin' Down to Cotton Town." Wingy Mannone and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25449—"I Was Saying to the Moon" and "Under Your Spell." George Hamilton, Veloz and Yolanda Dancing Music.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
7	B6593—"Sing, Baby, Sing" and "The. Milkmen's. Matinee." Charlie Barnet and orchestra.	7765—"Easy To Love" and "I've Got You Under My Skin." Virginia Bruce, Eddie Ward and his MCM Orchestra.	25446—"For Sentimental Reasons" and "Another Perfect Night Is Ending." Tommy Dorsey and orchestra.	3342—"Zoom, Zoom, Zoom" and "Spreadin' Knowledge Around." The Dean and his Kids.
8	B6615—"Doin' the Suzi-Q" and "Please Don't Talk About My Man." Amanda Randolph and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25430—"La-De-De, La-De-Da" and "Lounging at the Waldorf." Fats Waller and orchestra.	3353—"Swing In, Swing Out" and "Mudhole Blues." Sharkey and his Sharks of Rhythm.
9	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25435—"Rainbow on the River" and "When My Dream Boat Comes Home." Guy Lombardo and orchestra.	3355 — "Sweet Thing" and "Swingin' to a Swing Tune." Dick Porter and orchestra.
10	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and crchestra.	7736—"Swing, Baby, Swing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25441—"In the Chapel in the Moolight" and "You're Ev'rything Sweet." Richard Himber and orchestra.	3340—"Lost in My Dreams" and "Sitting on the Moon." Henry (Red) Allen and orchestra.

VICTOR RECORDS HELP YOU KEEP UP WITH THE MOVIES ON NEW HIT TUNES



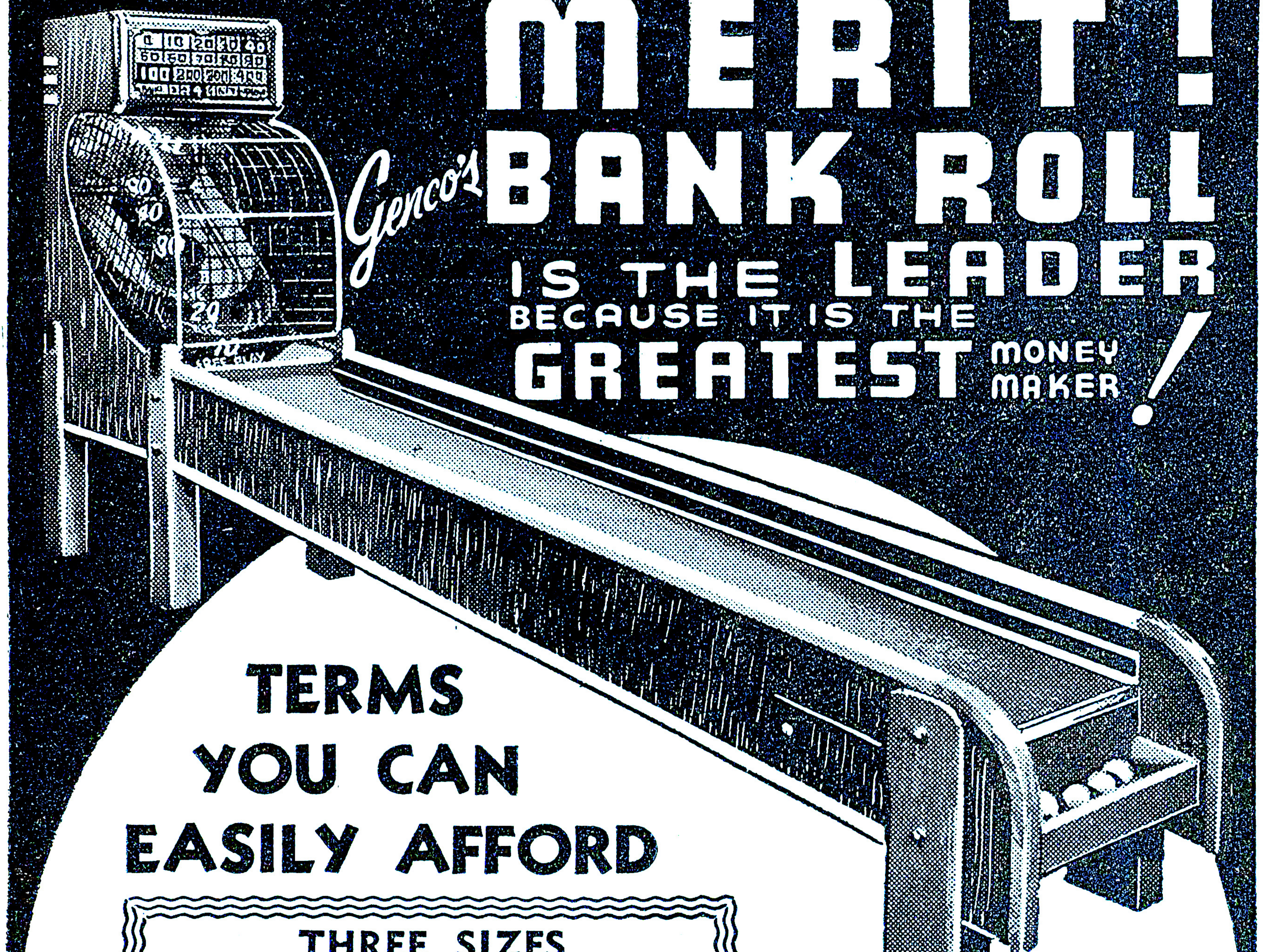
Have the hit tunes from popular motion pictures *in your machines* at the same time the picture breaks in your town! You can do it because Victor *records* and *releases* song hits from musical pictures in time for you to cash in on their popularity

Be sure to get the records from these shows:

Shirley Temple in "Stowaway"
Irving Berlin's "On the Avenue"
"The Gold Diggers of 1937"

VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

LEADERSHIP BASED ON MERIT!



Genco's BANK ROLL IS THE LEADER BECAUSE IT IS THE GREATEST MONEY MAKER!

TERMS YOU CAN EASILY AFFORD

THREE SIZES
10'8"—11'8"—13'8"

BUY BANK ROLL WITH THE KNOWLEDGE THAT IT IS 100% MECHANICALLY PERFECT

(WRITE TODAY FOR DETAILS AS TO HOW YOU CAN GET A FREE BANK ROLL)

GEORGE PONSER CO., Inc.

N. J. OFFICE
11-15 East Runyon St.
Newark, N. J.
SALES OFFICE
1140 Broadway, New York City

THE GREATEST SALESBOARD DEAL IN HISTORY

1 BEAUTIFUL, 3 COLOR, 600 HOLE BOARD
-PLUS-
4 FAMOUS ELECTRIC TRAVELING CLOCKS
COMPLETE DEAL-

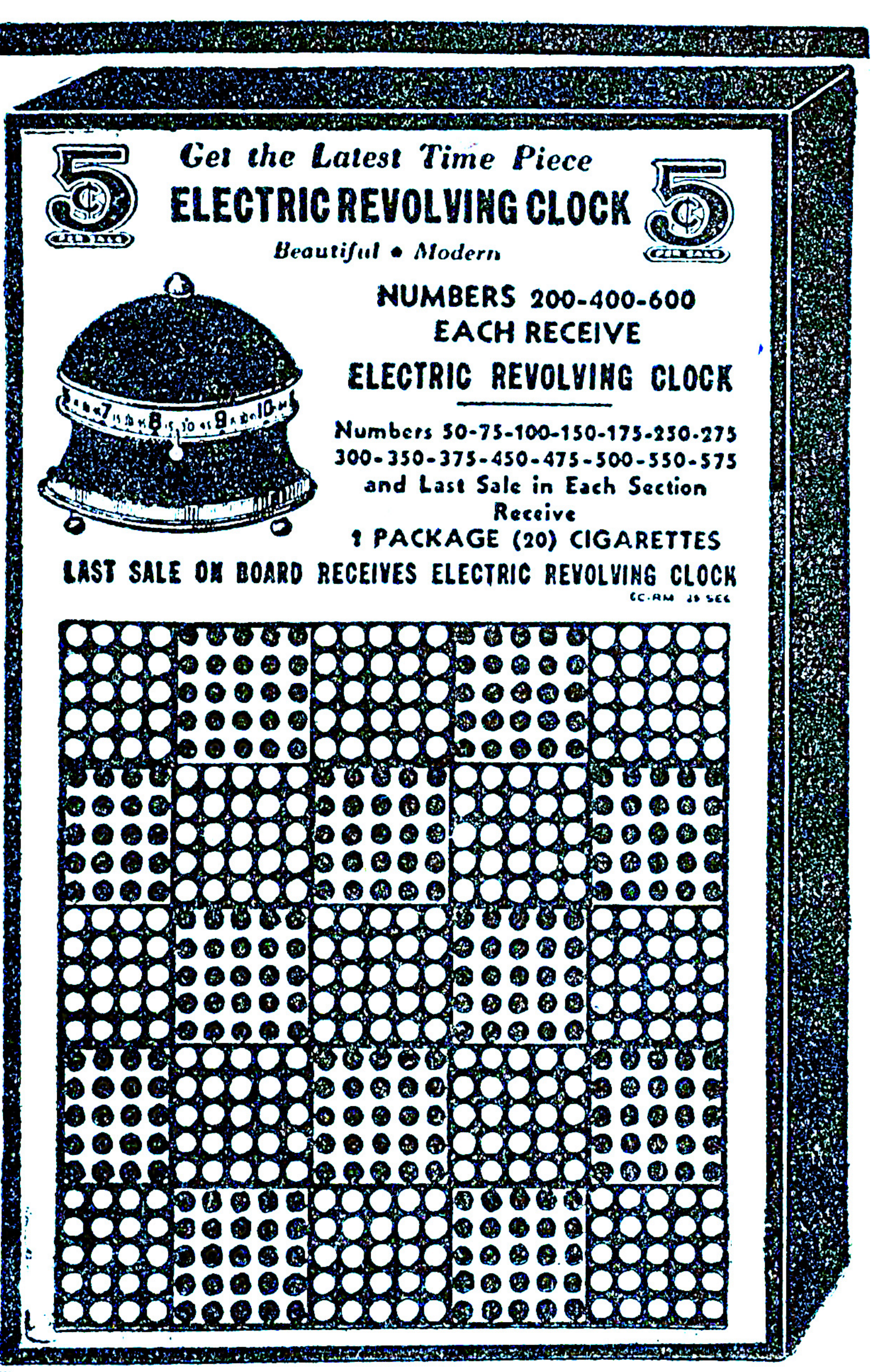
5.75 TAX PAID

IT'S SENSATIONAL!

The greatest deal ever presented! 4 Clocks alone would cost more than complete Deal! Gross Profit on EVERY BOARD, $19.85. Takes In $30.00—Pays Out $10.15. REMEMBER—WE ARE BINGO HEADQUARTERS FOR SUPPLIES and PRIZES!

WRITE FOR FREE CATALOG

JERSEY TRADING CO.
11-15 EAST RUNYON STREET
NEWARK, NEW JERSEY


5
Get the Latest Time Piece
ELECTRIC REVOLVING CLOCK
Beautiful • Modern
NUMBERS 200-400-600 EACH RECEIVE
ELECTRIC REVOLVING CLOCK
Numbers 50-75-100-150-175-250-275 300-350-375-450-475-500-550-575 and Last Sale in Each Section Receive
1 PACKAGE (20) CIGARETTES
LAST SALE ON BOARD RECEIVES ELECTRIC REVOLVING CLOCK

LADY LUCK

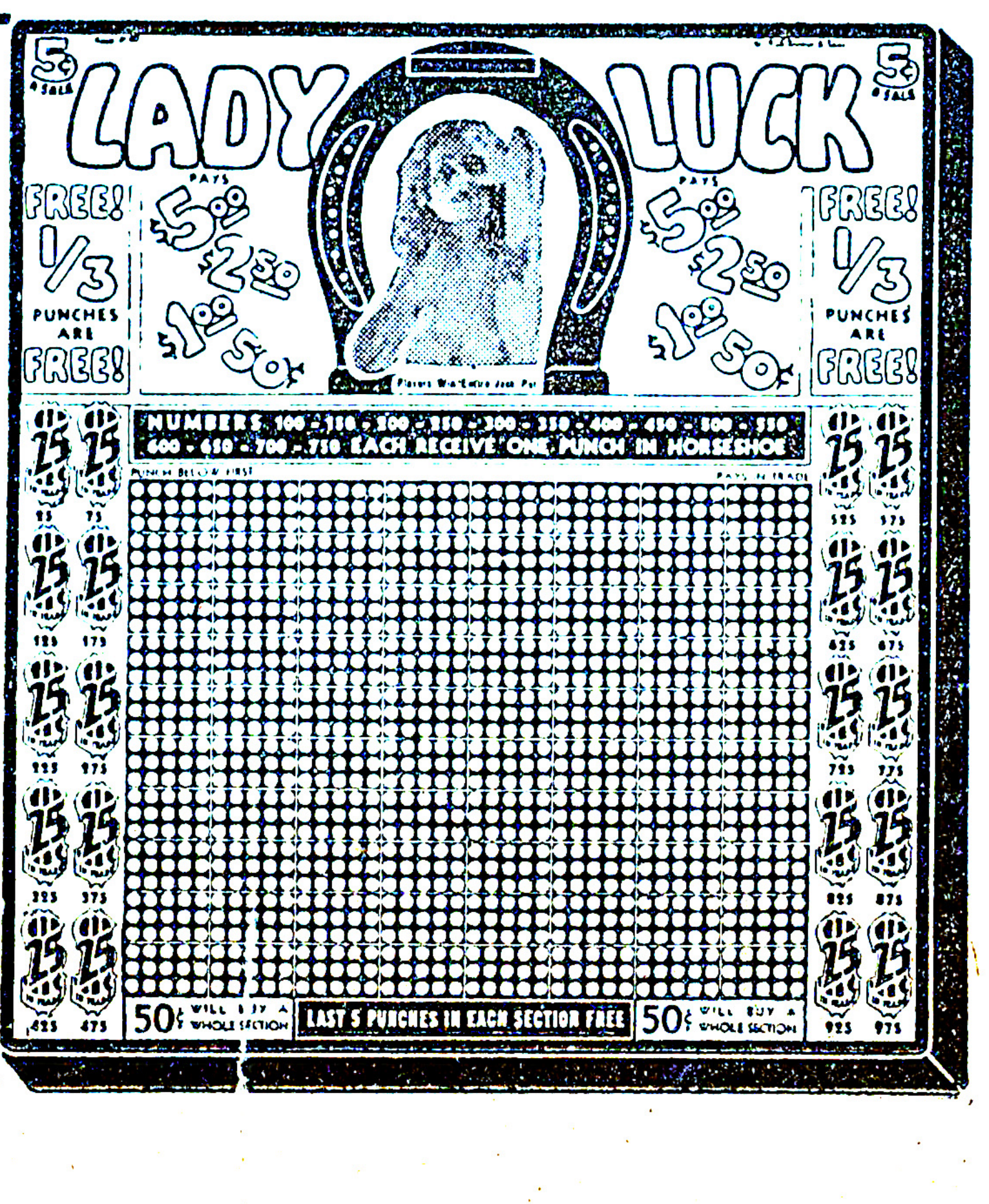
1200 Hole Form 4190

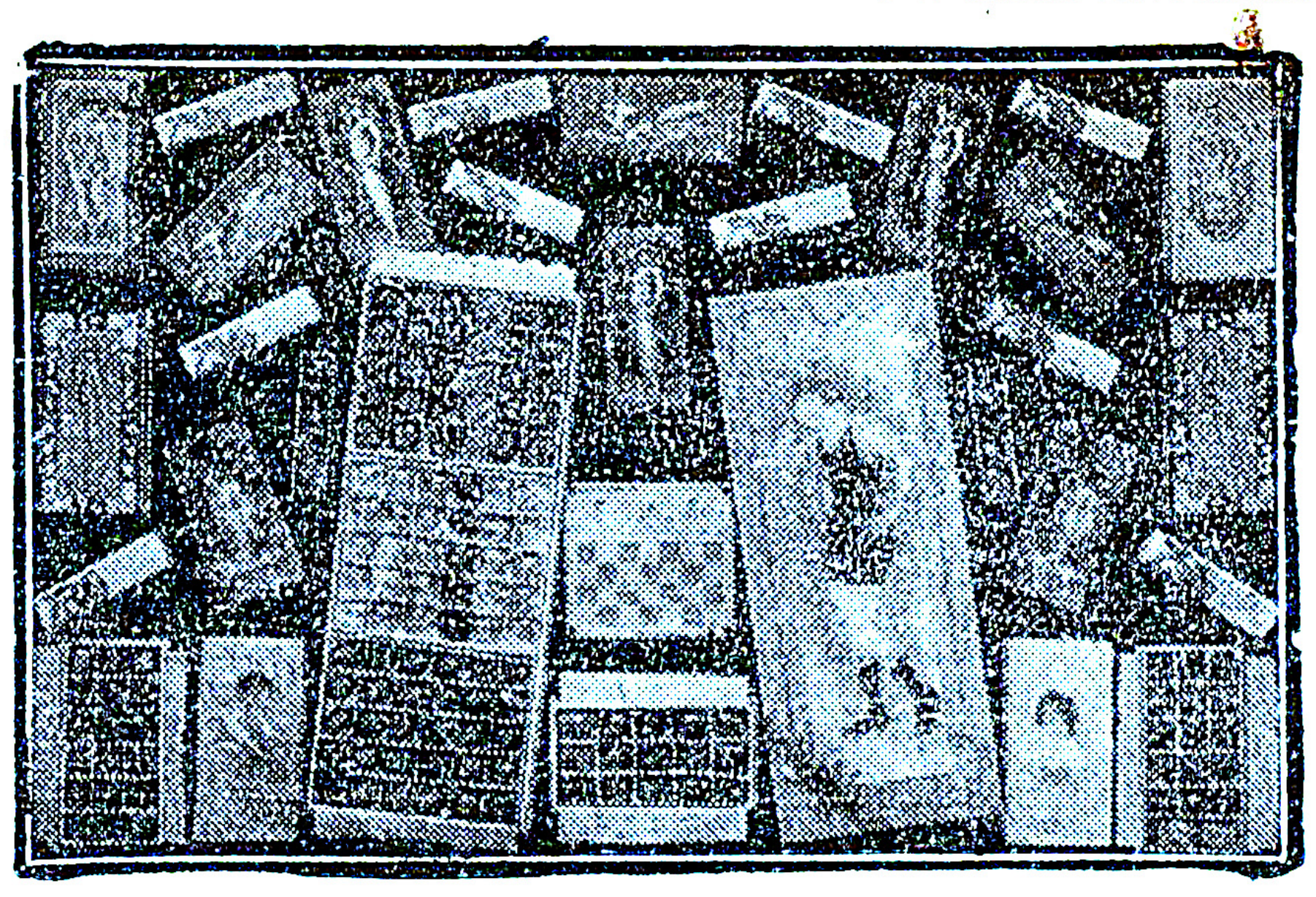
Takes In $40.00
Pays Out 19.00

HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.


LADY LUCK
FREE! 1/3 PUNCHES ARE FREE!
LAST 5 PUNCHES IN EACH SECTION FREE



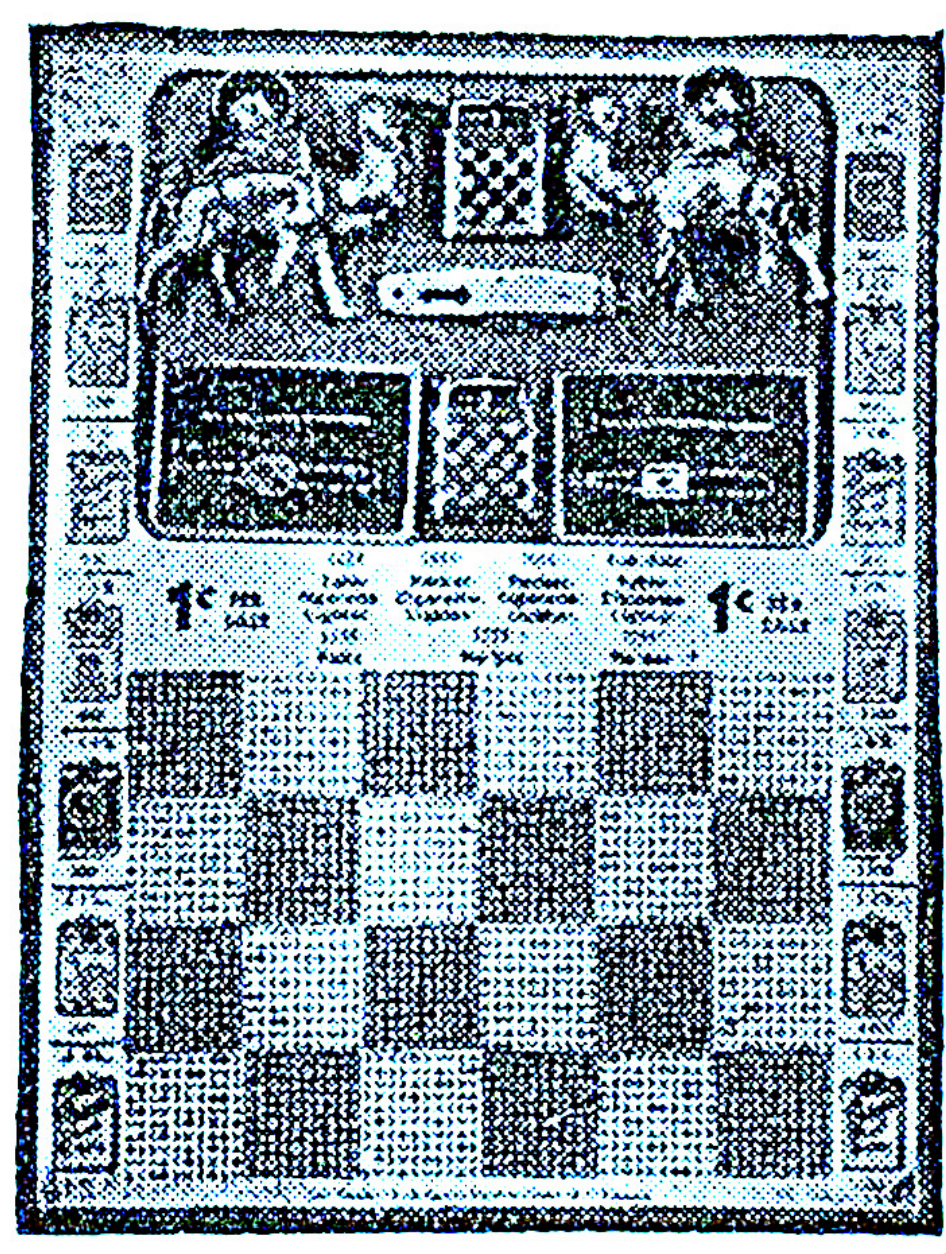
BIG CANDY LEADER

33 Large and Medium Size Boxes High Grade Chocolates

AND A 1,500-HOLE 2c BOARD
Takes in $30.00. Profit Over $23.00
No. B119—Sample Assortment.$6.95
6 Lots, Each 6.50
25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS
SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago



SALESBOARD OPERATORS

2,400 1c sales takes in $24.00, nets $19.30 after Cigarette payout. You can sell outright to dealer for $7.75. On 50% commission you collect $9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in $24.00 Costs You $2.90

One-Third Cash with Order, Balance C. O. D.

Markepp Co., Cleveland, To Hold a Housewarming

CLEVELAND, Nov. 21.—Altho the Markepp Company of Cleveland has been in its new home on Carnegie avenue since June, no formal housewarming has yet been held. But now that colder weather is coming a housewarming seems just the thing, according to M. M. Marcus, general manager, who announced that an all-day celebration is planned for Saturday, December 5 A real "hot" time is promised.

Everyone is welcome and there will be plenty to eat and drink. "It won't be necessary for out-of-town visitors to bring their own lunches," Marcus said. "In fact we would provide places for them to sleep if I thought there would be time to sleep with the entertainment that is planned."

When increased business forced the Markepp Company of Cleveland to move to larger quarters the first consideration was plenty of parking space for customers. Operators have found it convenient to be able to drive in and pick up what they need from the large Markepp stock of games, parts, etc.

The main floor of the new Markepp building is given over to the coin machine division, novelties and parts department. There also is a gallery of ray rifles and a display of different bowling-type games.

Harry Sachs, who has been with the Markepp Company almost since its start. is in charge of the coin machine division. Novelty department is headed by Samuel A. Baker. Baker was formerly in the purchasing department of a large drug chain, as a result has a keen knowledge of the novelty business and where to get the newest items. Meyer Sumsky, who also has been with Markepp since its start, is in charge of the parts department.

Service department is headed by Edward Barusch and Carl Sheely, who are aided by five mechanics. A large warehouse at the rear of the Markepp building is set aside for operators to use for free storage of their surplus equipment.

On the second floor of the Markepp building is the operators' conference room, where operators can get a cool drink in the summer time and a "hot drink" in winter. Here also are the offices of Mr. Marcus, the sales and advertising department.

New Idea for Operators

NEW YORK, Nov. 21.—Charley Lichtman, of New York Distributing Company, carries a sample dice game with him wherever he goes, he reports. He claims that when he stops any place he simply sets the device down and when he is ready to leave there is enough coins in the machine to pay his bill and also standard commission to the location.

Lichtman believes that the ops will now have a new operating idea and some can travel all over the world, allowing the public to play the game as they casually set it down on the counter.

But the inside story is that Lichtman, who is one of the oldtimers in the coin-machine biz, knows how to get storekeepers interested in games, and the result has been that many storkeepers have been asking their ops for such devices.

Lichtman is also preparing to make a trip thruout New York and Connecticut featuring the machines. He believes that dice machine will outsell everything else. "And that is some statement to make," he says.

"HAPPY DAYS ARE HERE AGAIN" and, so, players crowd around the new Genco pinball game, Happy Days, in every location where it has been tried.

ormal Showing f Shoot-a-Lite

HICAGO, Nov. 21.—Exhibit Supply pany this week made formal pres-ition of its Shoot-a-Lite, photo-tric machine, to the coin-machine le. Members of the trade were in ement that it was everything which manufacturers had claimed for it. ne refinements were also in evidence ch had not been mentioned in the liminary announcements.

Shoot-a-Lite will go down in history an engineering triumph for Exhibit pply Company," an official stated. ll credit goes to our chief engineer, no Radtke, who designed and per-ed the machine.

Realism is a headline feature of oot-a-Lite. Targets are big, massive plays of lifelike ducks winging their in natural flight across, up and vn the rifle range. Their action is e to life; they are almost real life in and are colored so exactly you might ect them to fly from the rifle range the great outdoors and become real birds. To add further to its realism oot-a-Lite presents the spectacle of cks when hit actually dropping to th in a natural gravity fall. At the ne time the score is registered on automatic light-up scoreboard. Spe-l sound effects bring the ringing ckle of the rifle to your ears and the other thrills of an early morning k hunt.

'Replacement targets keep play per-ually at a peak, kill competition and ke an investment in Shoot-a-Lite ure for a period of years. Extra tar-s will be available at regular inter-ls and will feature other wild game h as pheasant in their natural sur-indings, squirrels hopping from limb to limb and rabbits scampering thru the brush.

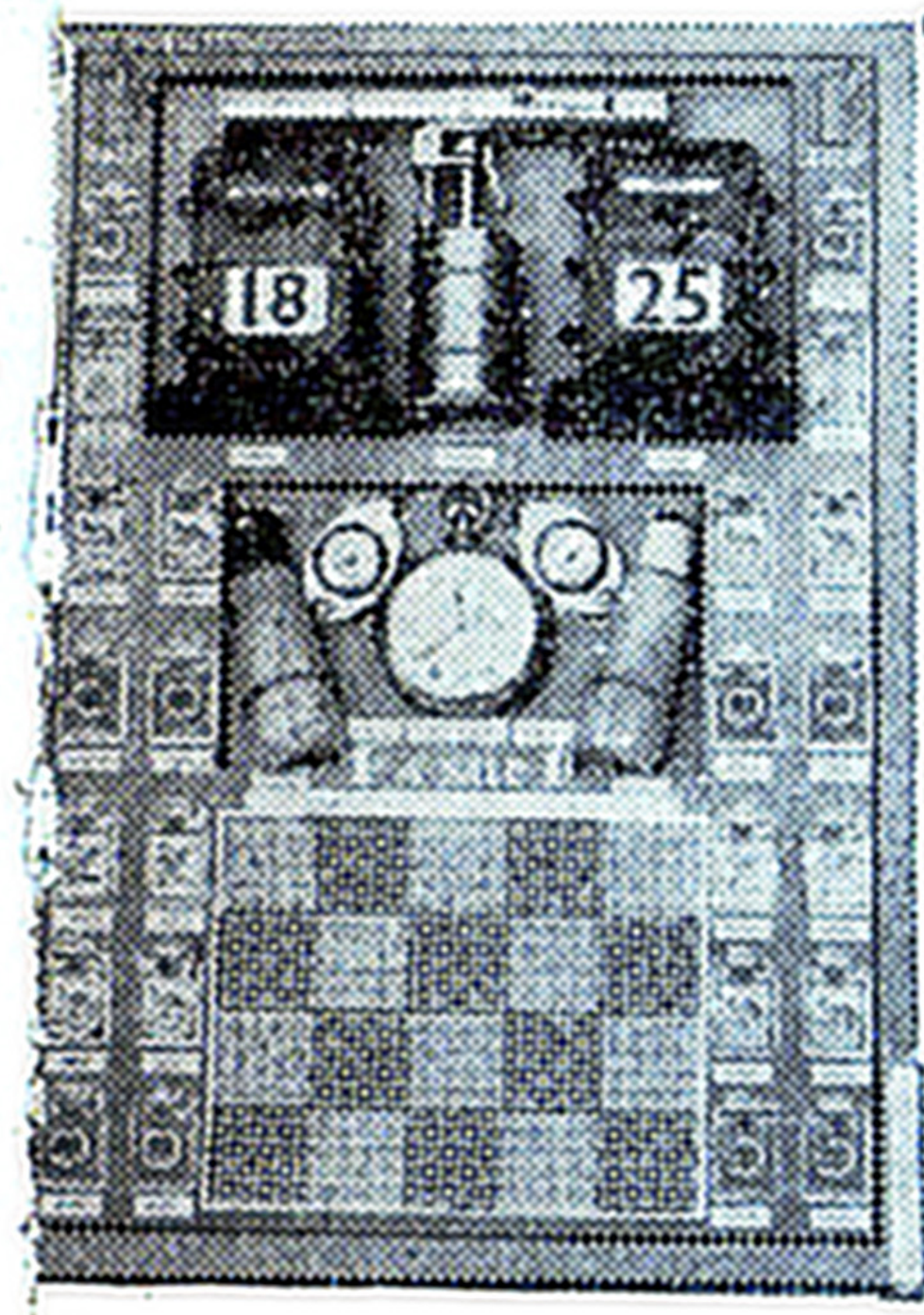
"Of special significance to operators is Exhibit's exclusive four-target feature. Instead of one bird to shoot at there are four. Each represents a different degree of skill. Regardless of the player's ability as a marksman, he will enjoy Shoot-a-Lite because one target is easy to make, the next medium easy, one for good shots and another for expert marksmen. Shoot-a-Lite is not limited in its player appeal to one class of skill players. Everyone, regardless of skill, gets a test of sportsmanship from Shoot-a-Lite.

"The rifle itself is an exact duplicate in size, feel and appearance of a real gun and is equipped with precision sights. Deliveries on Shoot-a-Lite probably will start almost immediately."

Operators Feel Welcome At New Distrib Offices

NEW YORK, Nov. 21.—New Fishman-Schlesinger Distributing Company offices here are proving popular with operators. Joe Fishman and Irving Taub are present all the time with a friendly greeting and operators have shown a tendency to talk over operating problems with them. Groups of operators gather frequently to discuss things in common. Office is becoming a clearing house for trade information and new ideas.

Al Schlesinger is spending most of his time at the Poughkeepsie office for the present. Headquarters here reports that many of the new Marksman target machines have been sold. Fishman says that they have not been able to fill all orders received up to the present. Distributing firm is arranging for a private wire to the Pacific Amusement Manufacturing Company in Chicago so that business transactions can be handled more speedily with the factory.



SALESBOARD OPERATORS

We offer you a sensational seller in this 2,000-hole Penny Cigarette Board with 9 valuable premiums featuring an Elgin or Waltham Pocket Watch for only

$4.95 Complete.

This assortment can also be had with an American-made Pocket Watch for only

$3.50 Complete.

Takes in $20.00 and pays our 24 Packs Cigarettes.

TERMS: 25% DEPOSIT, Balance C. O. D.

NOVELTY SALES COMPANY

806 WALNUT STREET, PHILADELPHIA, PA.

WRITE FOR OUR ILLUSTRATED CATALOGUE.

Paces Races, Ray's Track or Thorobred $275.00

Late 1936 Models, A-1 Condition.

P-12 Wurlitzer Phonographs, $149.50

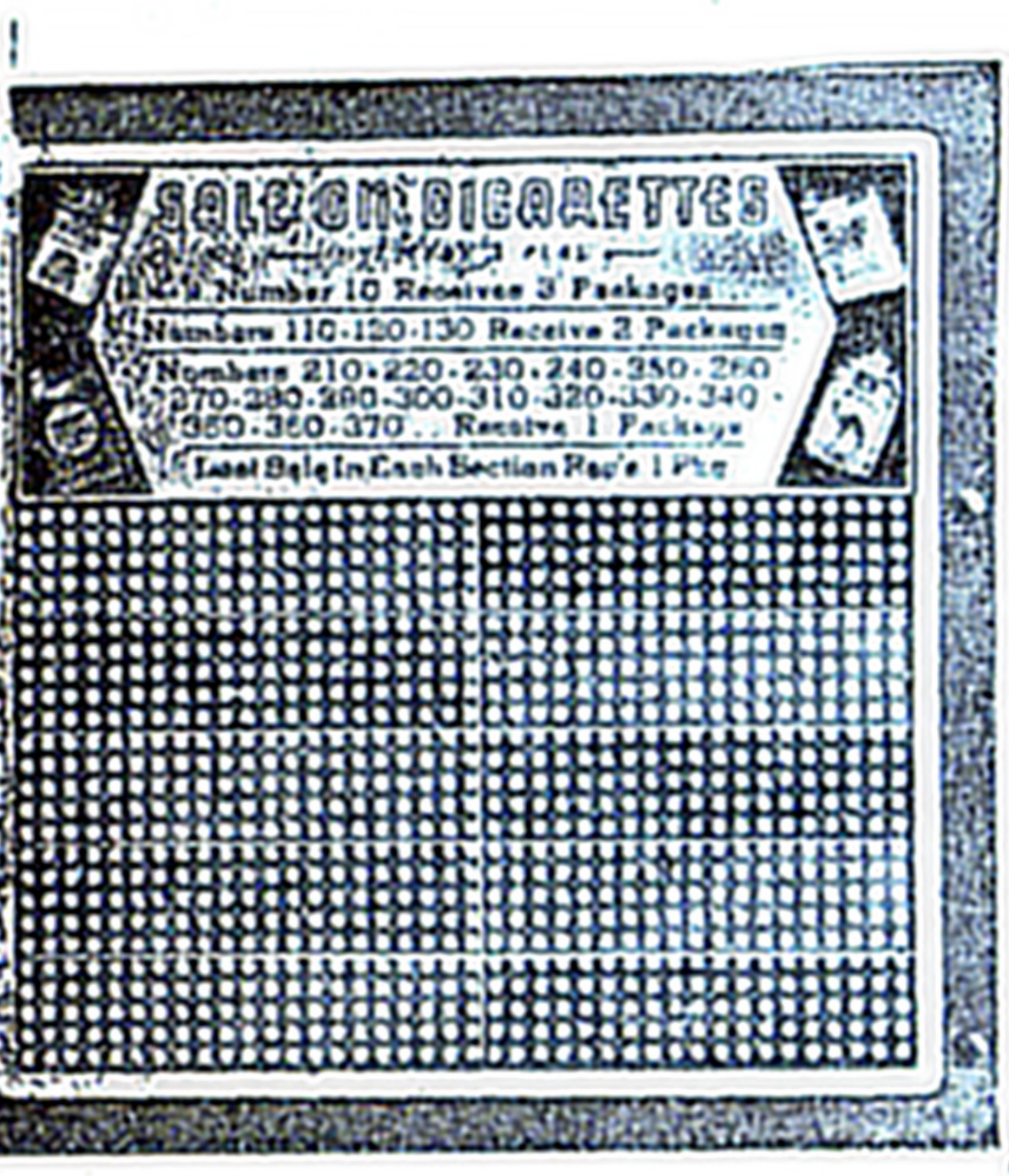
Late '35s, Excellent Condition.

Bargains in slightly used Bowling Games and Seeburg Ray-O-Lites.

Big Assortment used and new One Ball Automatics on hand, also Novelty Games of every description, at real close-out prices. Send for list.

Kentucky Amusement Co., Inc.

226 West Walnut Street, LOUISVILLE, KY. Jackson 4636.



SAVE MONEY on

1000-HOLE, 1c CIGARETTE BOARDS

Beautifully Colored Enamel-Like Fronts.
Fast Punching Accordion Pleated Tickets.
3 Styles That Take in $10.00 and Pay Out 36 or 40 Packs on 10 or 20 Section Boards.

NEW LOW PRICES

Lots of 12, 60c Each. | Lots of 50, 53c Each.
Lots of 25, 56c Each. | Lots of 100, 50c Each.

Tax Paid F. O. B. St. Louis, Mo.
Write or Wire Your Order Today.

ARCADE NOVELTY CO., 927 WALTON AVE., ST. LOUIS, MO.

NEWEST JUMBO BOARD ON THE MARKET

1,000 Shake A Roll Board, Made in Plain, Cigarette, Money Baseball boards and ESPECIALLY OUR NEW FOOTBALL BOARDS. Also Central AUTOMATIC SALESBOARDS, Which Go Over Very Big with Jobbers and Operators.

Attractive Price for our Turkey Cards

MANUFACTURED BY

CENTRAL PRESS, 425 Market St., Philadelphia, Pa.

400 USED

MACHINES of all kinds for immediate sale! GREATEST BARGAINS in history! All Guaranteed PERFECT WORKING CONDITION! WRITE—PHONE or CALL TODAY for Complete Price List!

ACE VENDING COMPANY, Inc.

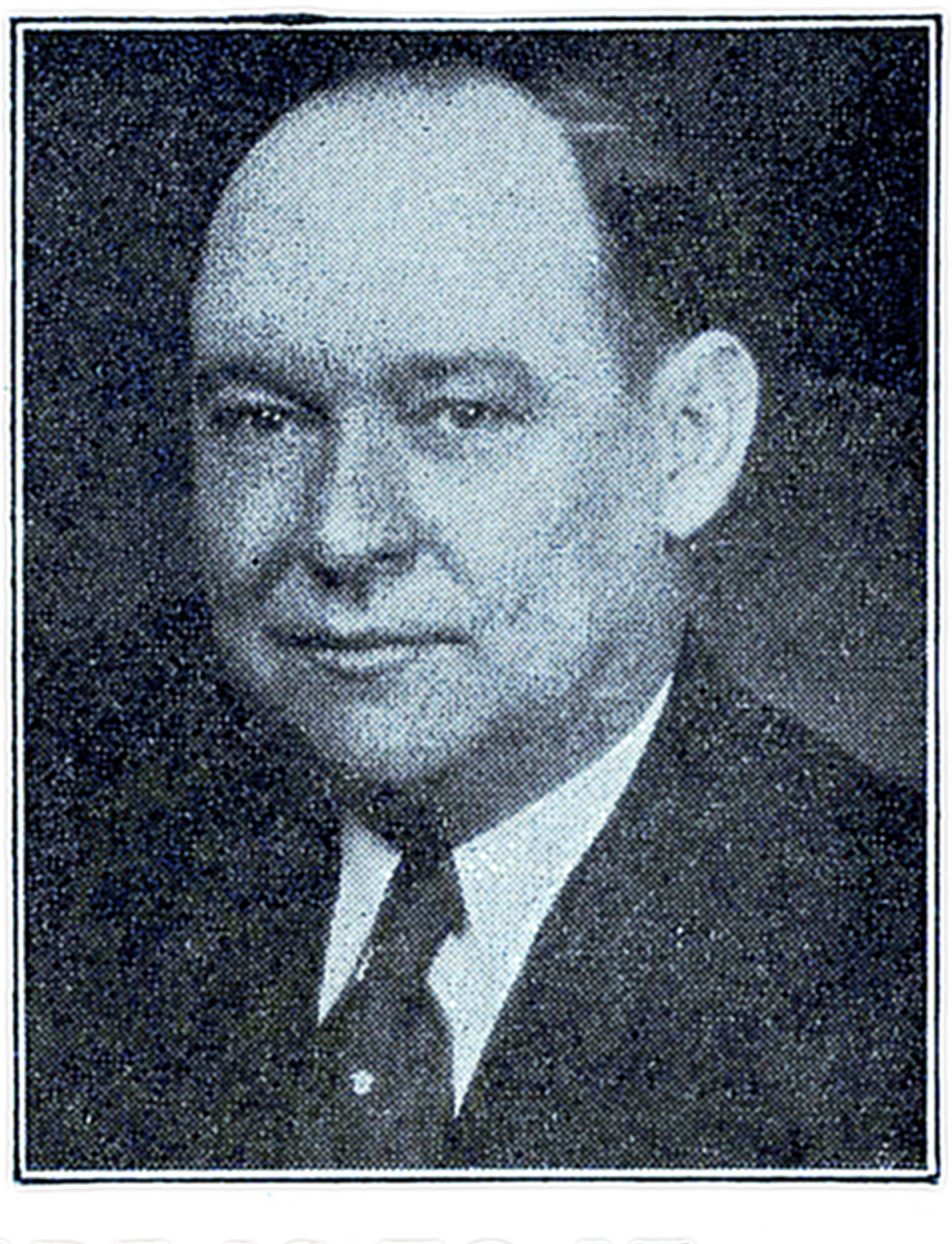
444-446 CLINTON AVE. (Tel: Bigelow 8-1793) NEWARK, N. J.

IN THE NEW 52 PAGE ISSUE OF "THE JACK POT"

FREE $1,500.00

"Free—$1,500.00 to the operators who will get the new 52-page December colorful, newsy and interesting 'HOLIDAY SPECIAL' issue of 'THE JACK POT'—Truly the operator's 'BOOK-OF-THE-MONTH'! Just check the serial number on the inside Back Cover—it tells the whole story. Our new issue is the greatest we have yet printed. It's THE issue every real operator will want to SAVE."

Joe Calcutt



HERE'S ALL THERE IS TO IT ● ● ●

The JACK POT

On the inside Back Cover of this beautiful, sparkling "Holiday Special" issue of "The Jack Pot" appears the serial number of each copy. Numbers start with 1 and go to our printing limit. Numbers ending in 11—22—33—44—55—66—77—88—99—00—111—222—333—444—555—666—777—888—999—000—are entitled ABSOLUTELY FREE to a $2.50 credit on any new or used machine appearing in this issue.

DON'T DELAY - WRITE TODAY FOR YOUR FREE COPY OF "THE JACK POT" THE OPERATOR'S "BOOK-OF-THE-MONTH"

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

VEMCO IS FIRST WITH DELIVERY OF

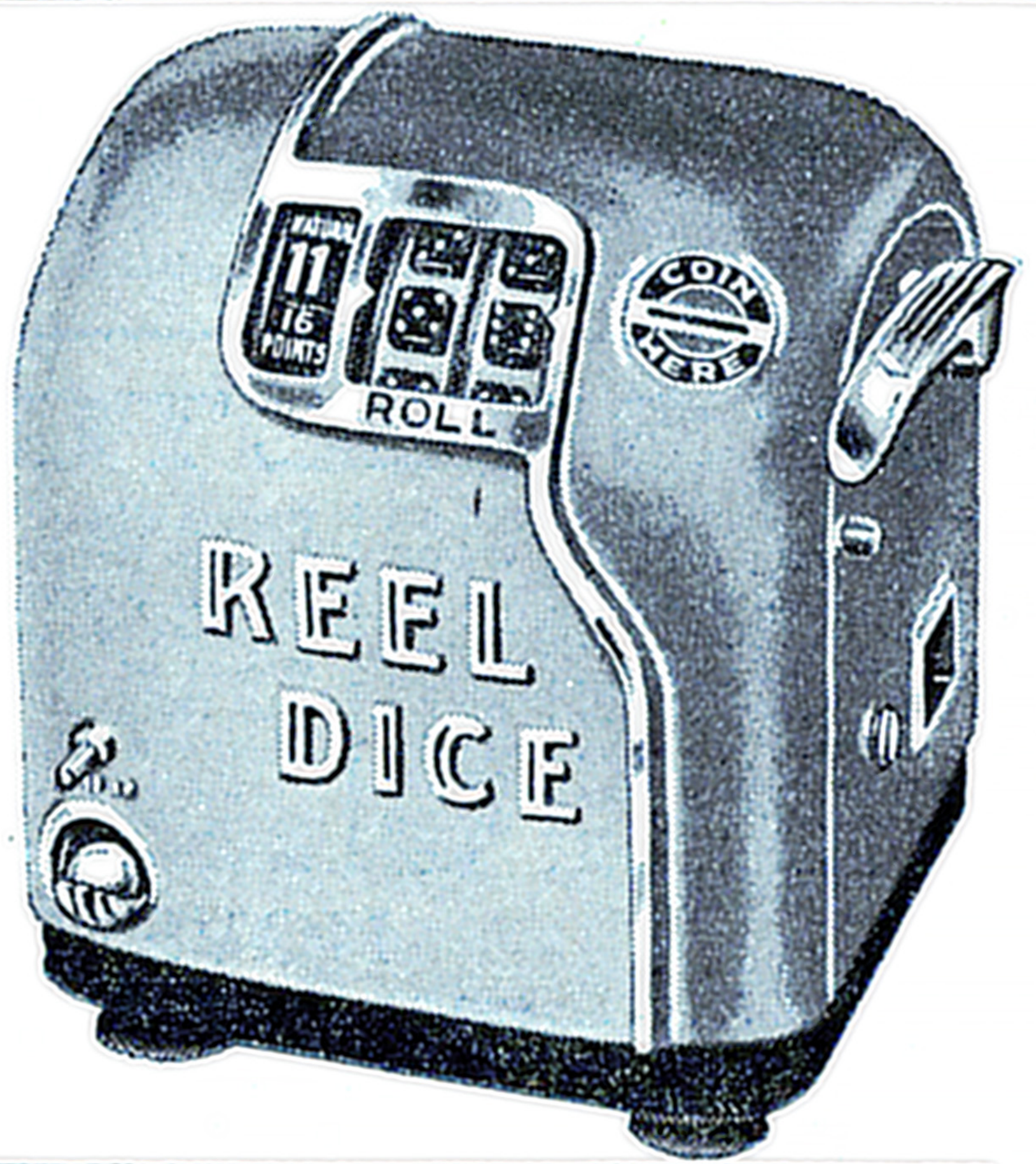
REEL DICE

A DAVAL COUNTER GAME ON OUR WORLD FAMOUS 10 DAY FREE TRIAL GUARANTEE

—ONLY—

4 WAY PLAY $18.75 TAX PAID

RUSH YOUR ORDER TODAY!

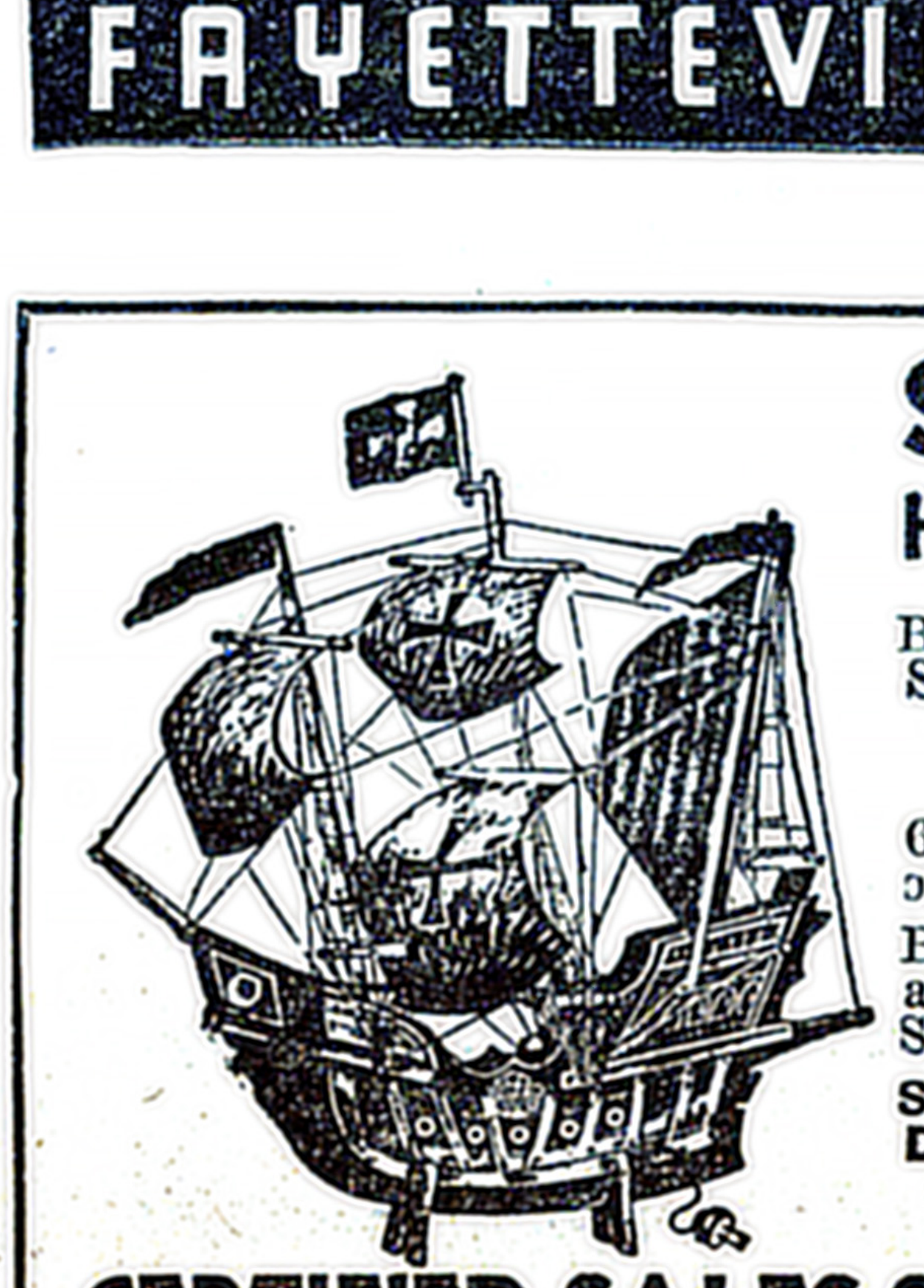


ALSO READY FOR DELIVERY

SEQUENCE $57.50

The BEST Non-Payout Pin Game

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA



SALESBOARD OPERATORS

HERE'S A DEAL THAT WILL GET YOU NEW SPOTS

Beautiful Hand-Made, Electric Lighted, Wooden Replica of the Santa Maria. Big—It's 24 inches long and 22½ inches high—

PLENTY OF FLASH.

600 Hole Easeled Two Jackpot 24 Section 5c Cigarette Board—the only board of its kind. Players get chances on 3 ship models. Board takes in $30.00. Pays out (average) 59 packages cigarettes and One Ship Model. Added Feature: Location Profits on Cigarette Sales.

Sample Deal—1 Board and 1 Boat, $6.75 F O. B., Chicago. Six Deals, 6.50 Each (We Pay the Freight). Additional Boats, $5.00.

Shipped C. O. D.; Send 20% Deposit With Order.

CERTIFIED SALES SERVICE, 6052 S. State Street, CHICAGO

Coin Chutes and Shooters

By George B. Turner

SHOOTING the chutes is fun if the chutes happen to be coin chutes, John Q. Public has decided. That Mr. Public, the same gentleman who has made himself notorious because of his fickleness, has remained constant in his affections for coin-operated amusement devices is reason for great rejoicing in the coin-machine sector.

Because of Mr. Public's liking for the popular and inexpensive pastime several million people are receiving direct and indirect benefits from an industry that started in the back room of a lowly penny arcade.

Because pin tables, bowling games, bells, diggers, photo-electric rifle ranges and similar devices have captured and held the fancy of an amusement-hungry public, prosperity has made itself evident to people connected with the world's fastest and fastest growing industry on every part of the earth.

Manufacturers, jobbers, distributors, operators and location owners have all done their jobs well in acquainting customers with the fascination of coin-operated games. That the job is not finished —indeed, scarcely begun—goes without saying when your audience happens to be composed largely of the men who have built the industry up to its present status.

* * *

The coin-machine business to date has been pleasant and profitable for those business men who have proved their ability to cater to the amusement wants of the public. Unsuccessful participators will cry, "We got bad breaks," and a few of them will be right, but the majority of those who failed to make the grade in the early days of the business had nobody but themselves to blame and the industry was strengthened by their departure.

They worked on the misconceived theory that John Public is a sucker who will take what you give him and like it. They had few takers. They were responsible for most of the adverse publicity which has threatened the welfare of the business and which has been diminishing as the industry advanced.

There were manufacturers who proved that they lacked the ability to capture the public's fancies and put them into tangible shape. They are no longer with us. There were operators who thought that the only requirements for a heavy income were a few games, never serviced and never replaced. They, too, have left us.

There were location owners who thought that the manufacturer and the operator were too liberal in their ideas on payout percentages. They resorted to practices which closed territories and caused potential customers to take a wide circle around their places of business. They are no longer classified as location owners.

There may be a few of these negative personalities left in the coin-machine industry, but they are a fast-vanishing crew. Their passing is ample reason for celebration on the part of the hustling, alert, shrewd men who are responsible for the amazing progress of the youngest and just about the healthiest entrant in the amusement field's race for public acceptance.

* * *

Over half a million small independent merchants have been virtually saved from a sheriff's padlock by the magic-working wonders of the coin machine. These men, faced with the prospect of finding some new source of revenue to replace profits which had been ruined by the financial depression and the ever-increasing onslaught of cut-rate merchandising organizations, found pinball. They accepted it dubiously and came to realize that it was a salvation.

Millions upon millions of people all over the world were suffering from a nervous, irritable, pessimistic condition caused by financial worries. They needed amusement and craved it, but they lacked the price. Pinball was the proper prescription and they took it in large doses. It was inexpensive and it was real fun.

* * *

Right now let's give credit to the operators for the great part they played in making the story a happy one.

When pinball was in its first boom days operators soon realized that players wanted new games whenever it was possible to get them. Operators reflected upon the history of midget golf, a novelty which had nothing new to offer once the first freshness of the idea wore off.

"Give us new games! Give us new ideas!" they cried. The manufacturers began trying to meet the demand and the operators backed up their judgment by placing orders.

That they were completely right in their pleas for constant change has been proved beyond doubt. The pinball business became one of the fastest industries that an admittedly speedy modern merchandising world had ever seen.

More because of the constant change and the tireless quest for innovation and novelty than for any other reason has the coin-machine industry maintained its enviable position.

Territories where games are changed often, where the newest offerings of the industry are displayed, are the territories where the greatest amount of business is being done.

Operators have learned that John Public is far from being a sap. He is a hard buyer and he wants all he can get for his nickel. If he feels that he is getting a big five cents' worth he will take advantage of his opportunity by spending liberally. He'll try anything that has an appeal, but it had better be good.

* * *

Out of the success of pinball operation, in recognition of the public demand for fresh ideas, have come other phases of the business which have opened new roads to profits for everyone who is a part of the coin-machine industry.

Bowling games, contrary to the original belief of some manufacturers, operators and location owners, have not conflicted with the attractive receipts from pinball. Rather, the bowl-a-ball layouts have augmented other profits.

Pinball has proved its merits and has earned its position as a profit maker. The public has accepted it, wants it and is willing to pay for the chance to patronize it. Pinball's customers have been educated to the point where they are coin-chute conscious.

Every pinball customer is a potential customer for every other coin-operated amusement device. When a pinball fan sees a bowling game he will play it. He won't play it instead of pinball but in addition to his original sport. He's had his money's worth from pinball and he's willing to take a chance on a similar amusement.

And now that the bowling games are building up patronage it seems reasonable to believe that they will bring more converts to the coin-chute idea. The man who discovers the enjoyment of a bowl-a-ball game is almost certain to experiment with other coin machines. If he hasn't tried pinball he will.

The new photo-electric cell rifle ranges will be purchased by smart operators all over the world. These operators will realize that here is an opportunity to open up another field of profit. With a coin device that makes a different appeal to a different group of customers, they will reap new benefits.

When pinball became an international success bell machines and diggers underwent a rejuvenation. Always popular before, they reached new and almost undreamed of heights when the world at large went in for putting coins in coin chutes on a large scale.

No really successful operator today believes that he can be successful with one game. The successful operator has caught the idea that he must change his pin games to give his customers a jolt every few months. He has installed bowl-a-ball games, rifle ranges, diggers, bells—anything that will give the customer a wider variety of pleasing entertainment.

* * *

Location owners welcome the innovations and are learning to ask for them. The location owner has learned that his share of the profits goes up when he offers his customers new games and new ideas. He has learned that each type of game attracts a different group of people to his store, and he wants them all.

Location owners are realizing more and more that the direct profits from the games are only a part of the benefits. They know now that the coin machines create store traffic. They see John Public drop in to play a game and stay to buy merchandise. They are convinced that the games stimulate business in every department.

They are particularly pleased about the games from this angle for the reason that coin-game players are in a receptive mood. The man who plays a coin game has a good time and consequently feels pleasant. He is far more apt to spend a substantial sum of money on store purchases than is the man who enters a store feeling tired, depressed and nervous.

"Regardless of how much or how little the coin games pay me," location owners are saying, "I'd want them because they bring people into my store. If people enter my store they'll eventually spend some money with me."

Location owners have lost their first antagonism to liberal payout percentages. Most of them have conceded that the operator might be right in his contention that games make more money when skill awards are plentiful. They have given the idea a trial and have discovered to their amazement that the man who wins a few games spends much more money than the player who loses consistently.

They have learned that everybody loves a winner. John Public doesn't play to make money; he plays for fun. The ability to win is a great part of that enjoyment. Take away Mr. Public's thrill at being able to amass a winning score once in a while and you have deprived him of a large part of his amusement. Let him hear the "dunk" of the payout drawer every few games and he'll be an enthusiastic, steady player.

* * *

The coin-machine industry as a whole has much of which it can rightly boast.

READY FOR IMMEDIATE DELIVERY TODAY!
GOTTLIEB'S SENSATIONAL PAY TABLES
DERBY DAY—HIT PARADE—HIGH CARD—
COLLEGE FOOTBALL
WITH THE NEW HAMMOND ELECTRIC CLOCKS!!!
BIRMINGHAM VENDING COMPANY
2117—3RD AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE—3-2327

WE SELL TO SELL AGAIN

Bally Multiple	$60.00	Pamco Chase	$ 52.50	Grand Slam	$ 35.00
Bally Bonus	47.00	Pamco Ballot	52.50	Velvet	52.50
Bally Prospector	24.00	Pamco Fascination	70.00	Top Row, Large	37.50
Bally Ace	19.00	Western Races	45.00	Mammoth	25.00
Bally All Star	52.50	Wheel of Fortune	50.00	Carioca	12.00
Bally Derby	52.50	Big Richard	25.00	Put & Take	9.00
Bally Jumbo	33.00	Diamond Mine	47.50	Grub Stake	70.00
Bally Roundup	55.00	Paragon	37.50	Fortune	15.00
Double Score	32.50	Sunshine Baseball	60.00	Coconut	12.00
Hit Or Miss	8.00	Bowlette	150.00	Alamo	42.50

NOVELTY GAMES

Short Sox	$30.00	Mad Cap	$22.50	Totalite Register	$18.50
Top Hat	17.50	Bank Nite	27.50	Ditto	11.00
Twister	25.00	Traffic Ticket	10.00	Home Run	10.00
Tit For Tat	6.00	Wing Lite	5.00	Screamo	7.00
Tri A Lite	5.00	Manhattan	5.00	Rapid Transit	7.00

We Have the Latest Machines, Get Our Prices Before You Buy.
VEECH SCALE CO. - Decatur, Ill.

AUTOMATIC PHONOGRAPH OPERATORS
Our Combination Pocket Mirror and Photo Frame for Miniature Pictures Will Increase Your Business 100%.
Actual sixe 2x3". Photo 1½x2" can be inserted instantly. Send 10c for Sample and Price.
FRONT
BACK
AUTOMATIC MIRROR CO.
96 Prince Street, New York, N. Y.

BEFORE YOU BUY
GET OUR PRICES ON SKEE BALL, PAY OUT TABLES, NEW AND USED NOVELTY GAMES. WE WILL NOT BE UNDERSOLD.
SNYDER AMUSEMENTS, 108 S. 7th St., Allentown, Pa.

CONTINUED TO DECEMBER 1, 1936

HALF-PRICE OFFER

Buy one game at quoted price, for example....................$50
Get a second for half price....................................$25
Second game must not be priced higher than first. Buy many as you want, get equal number of same or lower price for HALF PRICE!

Offer includes entire stock. All completely reconditioned . . . ready to make money! A few listed here. Send 1/3 cash with order, balance C. O. D.

Alamo, $39.50; Bally Derby, $65.00; Big Shot, $32.50; Jumbo, $34.50; Peerless, $49.50; Rainbow, $34.50; Red Sails, $47.50; Sunshine Derby, $34.50. Many others, ask for List!

Electro-Ball Co., Inc., 1200 Camp, Dallas

YOU WILL IN TIME "BUY"

Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc., From Us—Why Put It Off?

ALL THE LATEST MACHINES AT BARGAIN PRICES

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.

It has shown its dust to conservative scoffers who sneered, "Just a flash in the pan." .Its leaders have exhibited inventive genius, business ability, daring, continual alertness and sustained energy almost unparalleled in modern industry.

It has opened up an entirely new field for labor, furnishing employment to thousands of skilled and semi-skilled workmen who might otherwise be dependent upon the government for a living. It has extended its benefits into almost innumerable fields, bringing new life and a new outlet for products of glass factories, foundries, woodworkers, lumber companies, railroads, truck lines, transformer manufacturers, battery factories, paint factories and others. It has supplied a new and profitable market for the creative abilities of inventors and designers. It has created new accounts for advertising agencies with their staffs of coypwriters and artists. It has created a new market for printers, with advertising literature going into the mails on every new game.

Its benefits encircle the globe in a world-wide network of those retail merchants whose problems of raising next month's rent checks have been solved by profits from marble tables and allied devices.

* * *

The coin machine industry has done far more, tho, than bring profits to those people who are selling the amusement to the public. It has been a psychological factor in the recreation program of John Public at a time when Mr. Public's morale was low.

People who can afford expensive forms of amusement usually need entertainment far less than the great army of rank and file folks who constitute the world family of coin-game players. Coin-operated games, bringing relaxation and a few minutes' release from the cares of the workaday world to the average man, are doing an important job at an extremely modest cost. The people who really need amusement as a mental tonic and nerve soother can afford to put a nickel in the coin chute where it would be financially impossible for them to part with the price of an evening at a night club or a show.

You may be sure that coin-game customers [illegible]alize the size of the entertainment bargain they're getting. It has to be a bargain or they wouldn't be buying it. To the public's way of thinking it is a bargain only so long as it's good fun —and it's good fun only so long as it offers thrills and novelty.

John Public doesn't know the story behind the games. He doesn't know how they came into being and he doesn't care, so long as they continue to give him a mental wallop. It's highly probable that he doesn't consciously realize the methods that game designers have used to catch his fancy, and he wouldn't be bothered thinking about it if such a thing were called to his attention. He only knows that he puts a nickel in the coin chute and gets action. That's all that's necessary.

Coin chutes are incomplete without shooters. The man who pulls the plunger or guides the digger handle or whams the ball down the alley or pulls the lever that sets the reels spinning is the vital point of an industry that has become a commercial giant.

Lose player appeal and you've lost everything. Maintain it and the world is a very fine oyster with a large pearl of great price in its shell.

John Public is fickle. He's a man of whims and changing moods. The coin machine industry has maintained his patronage because it has outguessed him, anticipating his amusement demands and giving him anything and everything he wanted.

Any other amusement will have a hard time luring him away from the fascination of coin games for the simple reason that Mr. Public is a full-fledged coin-chute shooter. The pastime has grown on him. It's practically a habit. Today's games are a load of fun and he can't be bothered investigating the claims of some untried competitor. What next month's games will be he hasn't the slightest idea, but he's willing to bet that they'll be good. The coin machine industry hasn't let him down yet and he doesn't believe it will.

Mr. Public is definitely coin-chute conscious. He's buying his music, his confections, his handkerchiefs, his cigarets, his recreation and in some localities his automobile parking space by putting a coin in the slot. He gets what he wants when he wants it, and with no back talk. He'll buy about anything the coin-chute way except a shave and a haircut. Pardon me. A shave did I say? I'm wrong. He's buying his razor blades thru the coin chute, too.

Nonmembers Make Plea

MILWAUKEE, Nov. 21.—Independent pinball machine operators not affiliated with the Skill Games Board of Trade of Wisconsin have asked for representation on the committee assisting in the drafting of a proposed licensing ordinance here.

Counsel for the Skill Games Board recently intimated at a hearing before the assistant city attorney that a $250 license fee would be acceptable. The smaller operators have since labeled such a fee as prohibitive, declaring it would drive them out of business.

LOOK AND BUY MOSELEY'S SPECIAL CLOSEOUTS ON BRAND-NEW FLOOR SAMPLES AND SLIGHTLY USED MACHINES.

We can make prompt shipment on your order for Rockola's Rhythm King and Regular Model and also Used and New Paces Races, either Check Separator Model or Cash Payout Model.

We list below the Slightly Used and Floor Sample Machines we have to offer. WRITE. WIRE OR PHONE your order. For Either Used or New Machines. We Guarantee to meet clean competitive prices.

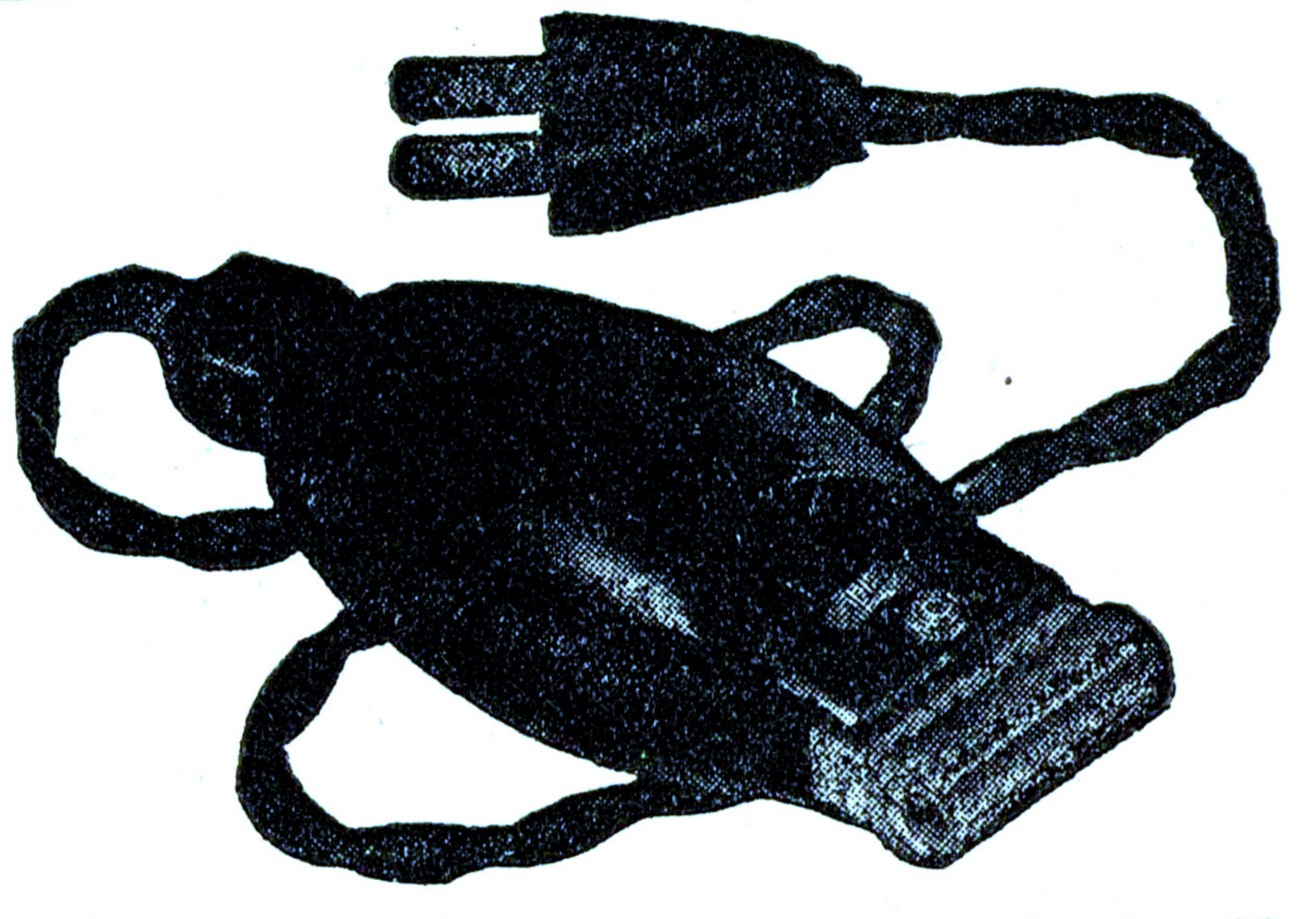
		Each.
11	MILLS DIAMOND MYSTERY Front Venders, serial 330,146 to 850,393	$50.00
5	WATLING ROLLOTOPS, 5c, serial 64,672 to 66,453	42.50
4	1c WATLING DOUBLE J. P. V., serial 54.297 to 71,299	25.00
5	PACES 1c SIDE J. P. Venders, serial 14,221 to 18,160	15.00
1	TRIPLE J. P. LITTLE DUKE	15.00
1	MILLS SILENT FRONT. 10c	25.00
1	MILLS SILENT FRONT, 25c	25.00
1	MILLS SILENT FRONT, 5c	25.00
1	MILLS REBUILT J. P. S. V., 5c	15.00
2	MILLS Q. T., 1c Play, S. U.	20.00
1	MILLS YELLOW FRONT, 1c Play, J. P. G. A., serial 308,305	25.00
3	EXTRAORDINARY SILENT S. V., serial 363,472 to 396.676, 2 10c & 1 5c Play, Metal Stands included.	75.00
1	MILLS Golden Silent S. V., 5c Play	25.00
2	FUTURITY J. P., 5c. no G. A.	65.00
2	1c MILLS Blue Front J. P. V.	42.50
7	10c MILLS Blue Front J. P. V., no G. A., serial 360,000	70.00
2	25c MILLS Blue Front	70.00
14	5c MILLS Blue Front J. P. V.. no G. A., serial 34,253 to 377,451	65.00
1	MILLS 25c War Eagle, Regular Bell	30.00

		Each.
1	MILLS Mystery Blue Front J. P. Bell, New. 50c Play	$120.00
1	SUPERIOR RACE HORSE MACHINE, G. A. V., 5c Play	37.50
1	BALLY ALL-STAR, Cash & Tick.	47.50
1	ECLIPSE	12.50
3	PAMCO HANDICAPS. Ticket	22.50
10	TURF CHAMPS, used 10 days	85.00
1	TWISTER F. S.	53.50
2	TYCOONS, original model	27.50
1	TYCOON, late model, front door lock	37.50
1	SKY HIGH, Cash Payout	37.50
1	ROCK-OLA DE LUXE	15.00
1	HOME STRETCH	15.00
5	PAMCO PARLAYS	35.00
5	PROSPECTORS	25.00
2	CHALLENGERS	55.00
2	PINCH HITTERS	33.50
3	JUMBOS	33.50
3	PAMCO BELLS F. S., Cash Payout	55.00
1	BROKERS TIP	42.50
1	GOLDEN HARVEST, like new	30.00
1	PALOOKA SR.	67.50
1	PACES RACES, 5c, ser. 1,200	200.00
1	PACES RACES, 25c, ser. 3,661	340.00
1	A.B.T.'s GRAND PRIZE	15.00
1	GALLOPING PLUG	47.50
1	PAMCO CHASE, Cash Model	37.50
1	PALOOKA JUNIOR, Brand New. Cash and Ticket	80.00
1	PARI MUTUEL	55.00
3	RITHMETICS S. U.	7.50
8	DOZ. DUCK SOUP, Brand New, Per Dozen	12.00
25	CLEARING HOUSE	6.00
2	RELIANCE. 5c Dice Game. factory rebuilt, 2 and 4 Pay.	42.50
1	RELIANCE, 5c New, 4 and 8 Pay.	75.00
1	BALLY CHAMPION	9.00
1	JENNINGS HUNTER	20.00
1	ROCKET	7.50
2	DAILY RACES	42.50
4	PALOOKA JR., S. U.	47.50
3	DOUBLE HEADERS	32.50
1	JENNINGS RED MAN	15.00
8	BALLY ROLLS	135.00
1	ROCK-OLA, Reg. Model F. S., never on location	195.00
6	SEEBURG SELECTOPHONE	100.00
1	PACES RACES, 5c Cash Payout. Floor Sample	355.00
1	PACES RACES, 5c Play, F. S., Check Separator	400.00
4	MILLS DANCE MASTERS S. U.	120.00
1	1935 EXHIBIT'S CRANE	75.00
4	MILLS VICTROLAS	35.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.

DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.



SALESCARD OPERATORS

GIVE AWAY

PACKARD LEKTRO-SHAVER

AND CLEAN UP ON THE MOST SENSATIONAL DEAL OF TODAY!

The Packard Lektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Esquire, Cosmopolitan, Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.

Live Wire Operators Can Make Fast Money!
Write at once for Sample 100 Hole Salescard and full particulars.

BEST DISTRIBUTORS CO., 110 West 42nd St., New York, N. Y.

THE BIGGEST COIN MACHINE SALE OF 1936 — BE SURE AND GET YOURS

The following list of machines represents the absolute finest in used equipment. You can get nothing better anywhere. EVERY MACHINE has been gone over, inspected from top to bottom, and is GUARANTEED like New. EVERY Machine Shines and Sparkles. IN FACT WE SHIP ANY MACHINE SUBJECT TO EXAMINATION. Nuf' Sed.

20	MILLS Silent Double Jackpot Front Vendors, Escalator Models, 5c, 10c, 25c play. Each	$62.50
12	MILLS Silent Golden Double Jackpot Bells, Escalators (20 stop). Complete with GOLD AWARDS, 1c, 5c, 10c, 25c play	72.50
30	MILLS Bullseye Regular Gooseneck Venders or Vendor Bells, with special DOUBLE jackpots, 5c play, only	46.00
5	JENNINGS Little Dukes Reserve Jackpots Bells with coin selectors, 1c-5c play, only	39.50
10	WATLING Twin Jackpot Bells with two (2) BIG adjustable Jackpots, side by side, 5c, 10c, 25c play	52.50
8	PACE BANTAM BELLS OR VENDERS, EVER FULL Models Jackpot with reserve, convenient size, 1c, 5c, 10c, 25c play	45.00
15	CAILLE SUPERIOR BELLS, 5-10-25c play, no Jackpots	19.50
12	CAILLE SUPERIOR BELLS (Jackpots with reserve), 5-10-25c play	35.00
15	JENNINGS BULL'S EYE BELLS with reserve (Jackpots), 1-5-10-25c play	42.00

ALL ORDERS MUST POSITIVELY HAVE 1/3 DEPOSIT.
ALL MAKES of Pay Tables used as low as $7.50. WRITE YOUR NEEDS.
ROCK-OLA PHONOGRAPHS, both New and Used.

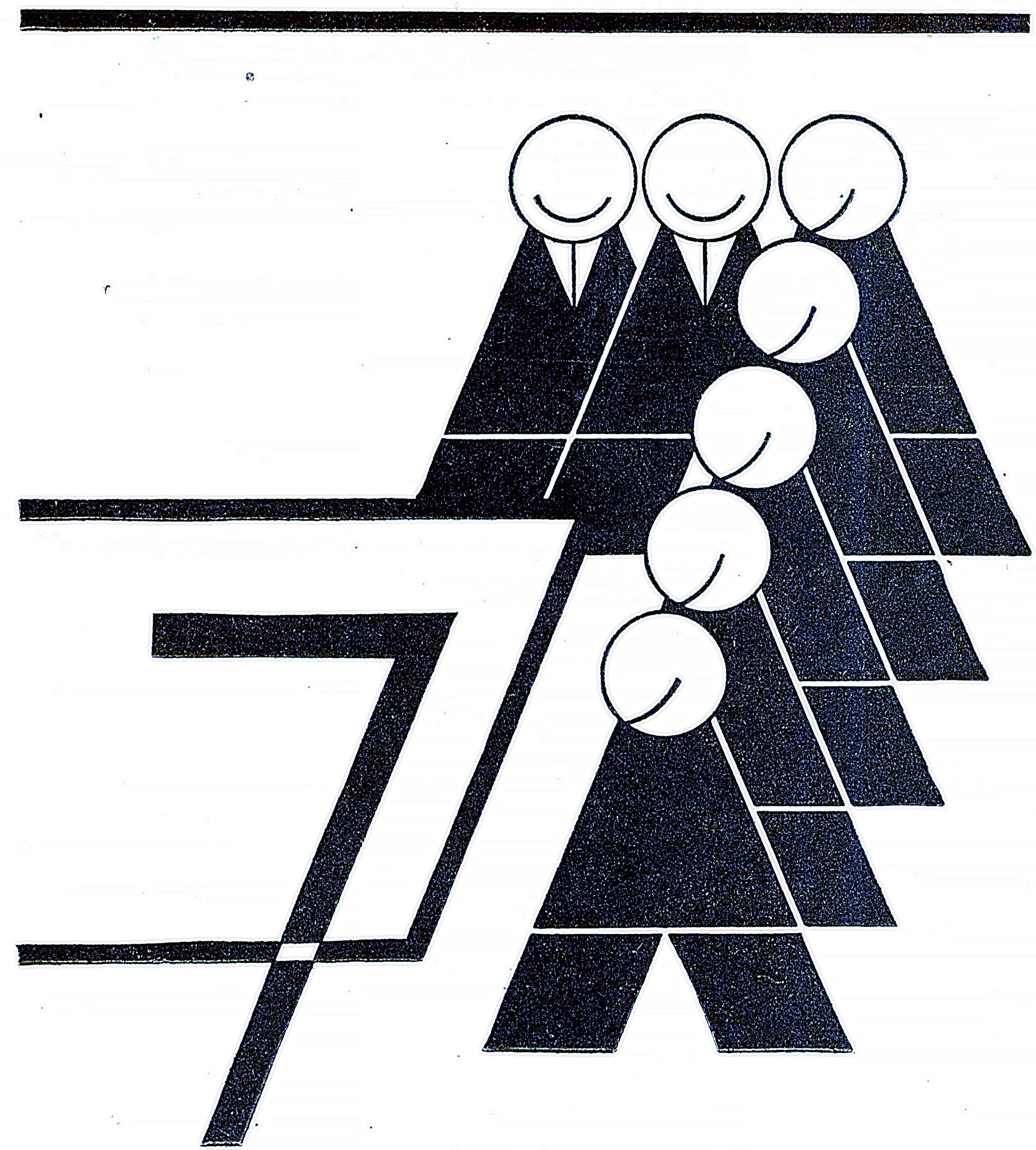
THE P. K. SALES COMPANY, 6th & Hyatt, CAMBRIDGE, OHIO

14 RAY'S TRACKS

New condition. Used only 3 weeks. Good reason for selling so cheap.
Price $249.50 $50.00 Cash, Balance C. O. D.

ROLFE STANLEY -:- -:- 1008 N. San Jacinto, Houston, Texas

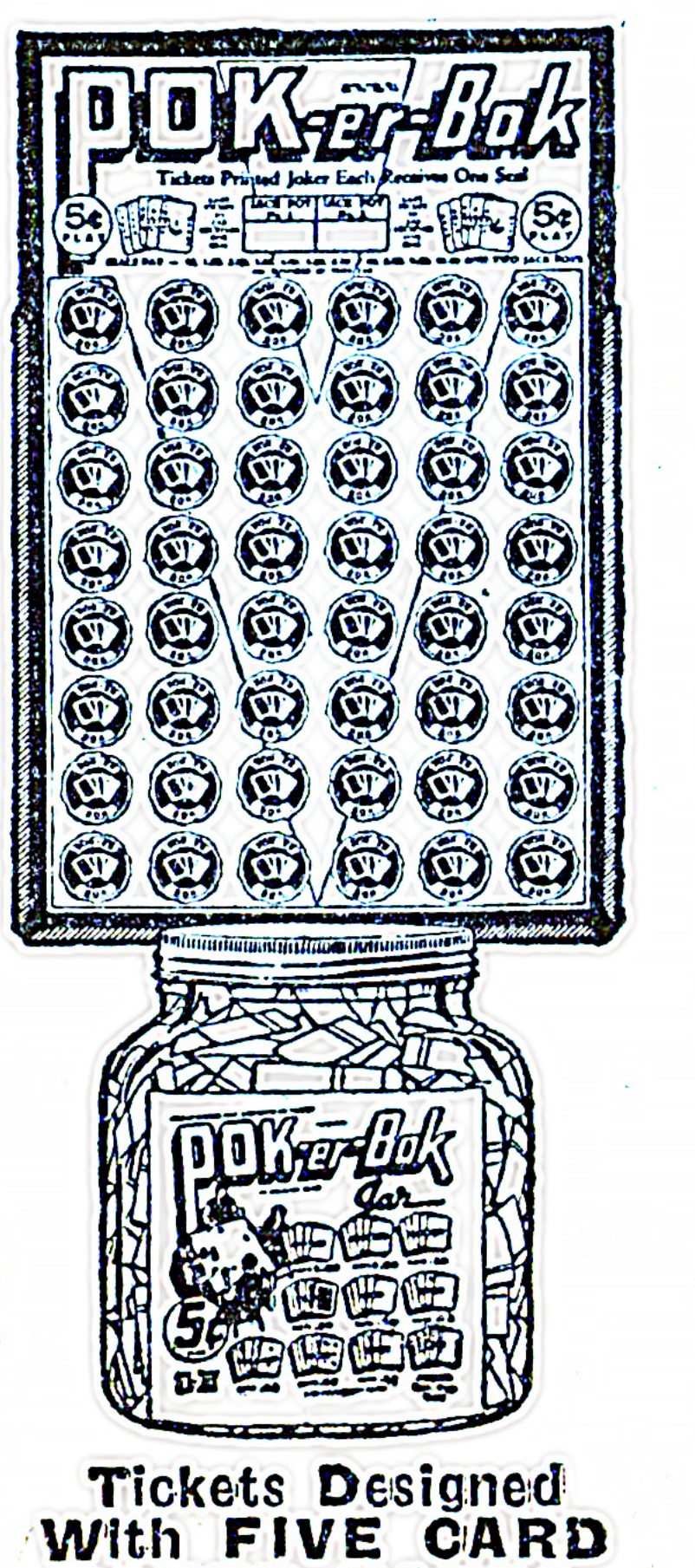
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Seven guys with fourteen paws
Seven grins on seven jaws
Gladly shelling out their fare
Smiling faces everywhere
Here's a situation rare
Try to stop them if you dare
This affair is sure a bear

RAILROAD

$135 f. o. b. Mills Novelty Co., Chicago



A MERRY XMAS

"WERTS" ANNOUNCES
POK-er-Bok
New Poker Jar CREATION
OPERATORS PROFIT $30.28

A highly colored, flashy display and a PLAY more fascinating than Poker Itself. Huge cash prizes. Two $10.00 Jack Pots. Ten $1.00 to $10.00 cash prizes—36—50s winners and 114 Jar Winners.

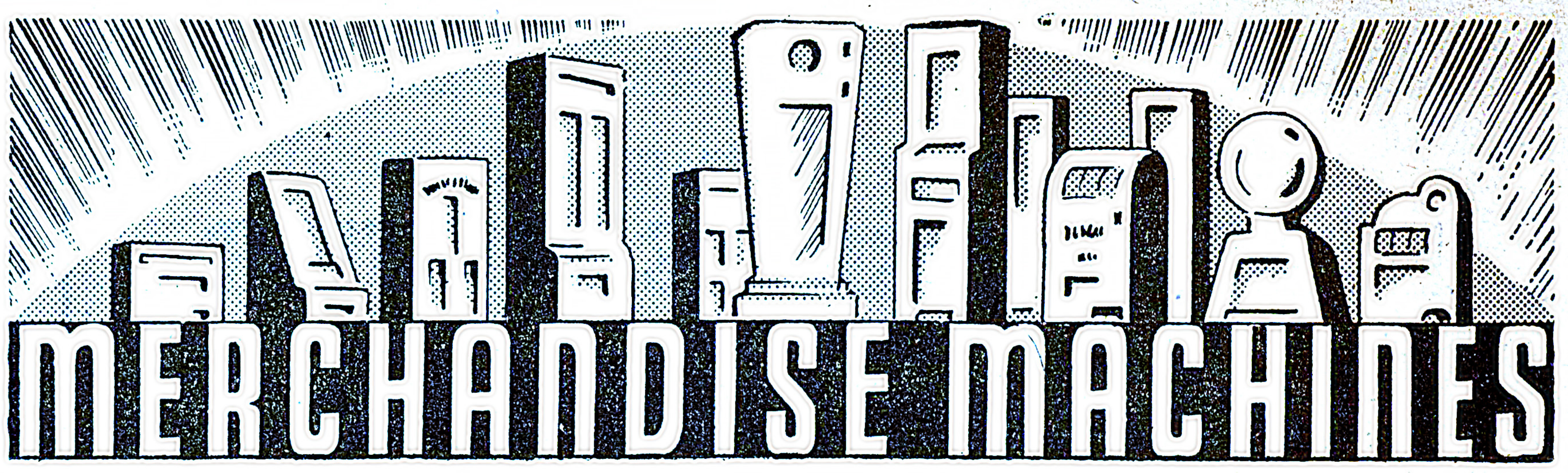
Sample DEAL Only $6.50

It's the hottest 5c game ever known. Get your sample deal at once and attractive prices in one dozen and larger quantities and you will be headed for real prosperity in 1937.

Tickets Designed With FIVE CARD POKER HANDS.

WERTS NOVELTY CO., INC.
Dept. BB-12 MUNCIE, IND.

A HAPPY NEW YEAR



MERCHANDISE MACHINES

Adding Salesboard Line

NEWARK, Nov. 21.—Sam Broudy, of the Jersey Trading Company, has added salesboards to the line of premium merchandise. Feature board is unusually attractive. It is a standard 600-hole board with three flashily arranged colors and with an attractive merchandise deal for salesboards.

"We sell the board, plus four electric revolving clocks, to operators at a price lower than the list price of the four clocks," Broudy said. This allows the salesboard operator a large profit margin and is proving one of the most attractive deals ever presented in the industry.

This being his first board and already acclaimed a success, Broudy is planning another board. He intends to have a complete line of merchandise with deals that are attractive to the ops.

Having received the first shipment of 1937 leatherette radios, he is also preparing something in this direction which he feels certain will prove unusually profitable for salesboard men. The salesboard division and the Bingo division are now the two busiest sections in the plant.

“ Vender Made for Robbins

BROOKLYN, Nov. 21.—The O K numbered ball-gum vender, being introduced by D. Robbins & Company, is enjoying large sales, according to Dave Robbins. The machine is being built exclusively for Robbins by a manufacturer with over 25 years of experience in the vending machine field.

"The O K vender is a marvelous trade stimulator," Robbins states. "It pays out the definite amount of $30 each time the machine takes in $60 per emptying. The $30 profit is divided equally between the operator and the location owner. Wherever salesboards are permissible the O K vender should prove to be a splendid money maker. It helps the storekeeper to move his merchandise, as all awards are payable only in trade. Each set of 1,200 ballo has a serial number, which prevents cheating. A large stock of numbered ball gum is carried by D. Robbins & Company. The O K vender is handsomely finished in green porcelain and requires only seven inches of counter space."

Pot o' Gold To Get National Distribution

MUNCIE, Ind., Nov. 21.—Introduced scarcely a year ago, yet already sweeping the Middle West, like wildfire, is Pot o' Gold, developed and manufactured by the Muncie Novelty Company. Game is not coin-operated, but the enthusiastic reception it has received proves it to be one of the most fascinating games on the market today.

Pot o' Gold uses tip combination tickets, each combination repeating 12 times. Thus each jar contains a total of 2,280 tickets, and as these tickets are machine folded there is absolutely no possibility of there being less than 2,280 in each refill or of any winning combination either being eliminated or repeating itself.

Providing big profits with a small investment, the game is attracting coin-machine distributors and operators in a constantly widening territory. Having stepped up production, the Muncie Novelty Company is now in position to spread distribution thruout the country. It is planned to market Pot o' Gold thru live coin-machine operators and distributors everywhere.

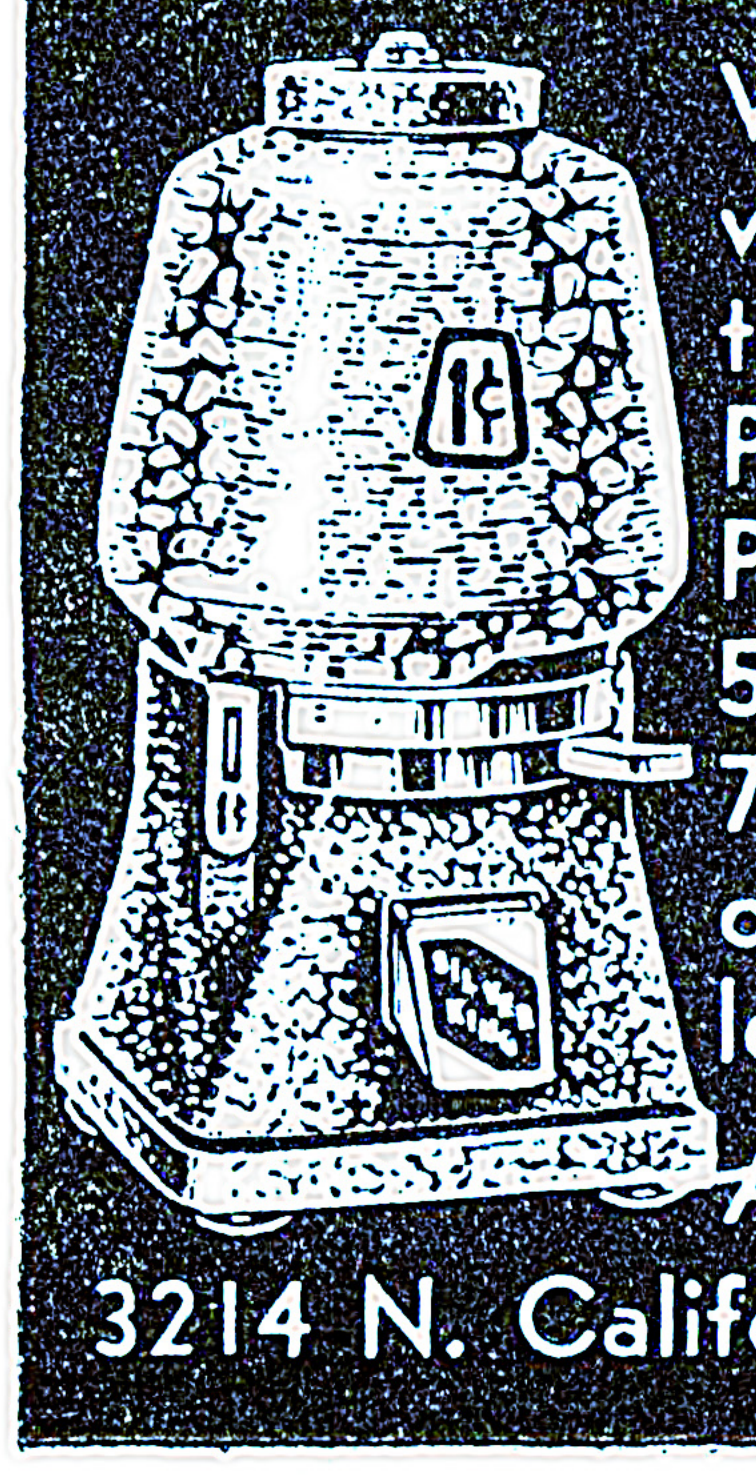
James A. Drake Joins Markepp as Ad Manager

CLEVELAND, Nov. 21.—In connection with its campaign to increase public interest in amusement games the Markepp Company announces the appointment of James A. Drake as advertising manager. Drake has been with a prominent Cleveland advertising agency and in the past has assisted the Markepp Company on similar campaigns.

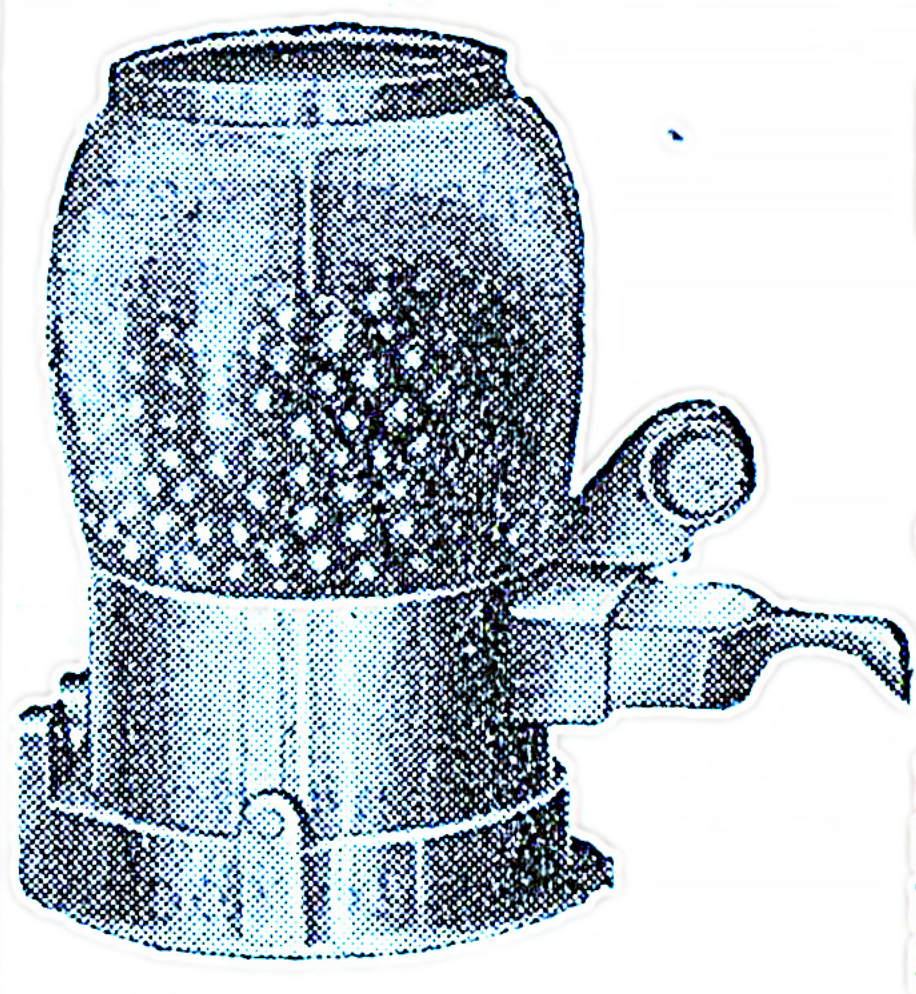
Recently window streamers featuring photographs of football stars playing pin games were issued by Markepp Company to operators for locations. Operators report that the streamers have done a good job and increased the play wherever displayed. Some of the streamers are still available, and the Markepp Company will be glad to send them to operators without charge. In addition to the football stars there are also steamers showing movie stars playing pin games.

Genco's
"HAPPY DAYS"
TRAIN to NEW YORK

EIGHT CARLOADS of Genco's new Happy Days game starting for New York and the East.



SILVER **** KING
Worlds finest life time vendor. Guaranteed to vend everything, Pistachio's Candies, Prizes, Ball Gum, etc. 5 lb. capacity. Size 7x7x14". Write at once for details and low prices.
AUTOMAT GAMES
3214 N. California Ave., Chicago



NEW IMPROVED
KAY-SEE
Venders
Operator's Price List.
Venders Complete
With Hanger.
Less than 10, $3.00
Less than 25, 2.75
Less than 50, 2.50
Less than 100, 2.35
Capacity, 1⅝ Lbs. Height, 8 Inches.
Shipping Weight, 3 Pounds, 7 Ounces.
All Prices Net F. O. B. Factory.
CENTRAL DISTRIBUTING COMPANY
105 West Linwood Blvd., Kansas City, Mo.

CASH INCOME
with TOM THUMB
Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1½ lb. and 3 lb. sizes.
FIELDING MANUFACTURING CO.
Dept. 48, JACKSON, MICH.

Write for Low Prices
ON PEANUT AND BALL GUM VENDERS.
Also Table Size Venders.
Self-Serv Mfg. Co.
CAMDEN, N. J.

"TOPS" for Showmanship — Players can't resist this new and original gun presentation stand.

EXHIBIT'S

SHOOT-A-LITE

Interchangeable Replacement targets — *immediately* available ONLY in Shoot-a-lite — keep play perpetually at a peak, triple life on location and make your investment secure for years to come. Four (4) different movie targets and four (4) degrees of skill bring you four times the play and four times the profit!

IF YOU KNOW Ray-Gun Equipment — You Know WHY Shoot-A-Lite is "TROUBLE FREE"

★ NO Ray-bulb problems and only ONE photo cell.
★ NO "flash-light" or "target fanning" worry.
★ NO troublesome amplification adjustment.
★ NO interference from location lights.
★ NO cartridges to replace.

Shoot-a-lite doesn't require a "Watch Dog" to keep it working — it's trouble free. Ray-bulb is shock-proof and replaceable at any automotive store. Shoot-a-lite is **"the ultimate in rifle target equipment."**

THE UNIT FOR EVERY LOCATION

Adjustable for height, range and every installation problem.

EXHIBIT SUPPLY COMPANY
4222 West Lake Street, Chicago, Illinois

Survey Shows Money Flow Up

NEW YORK, Nov. 21.—United Press released a survey this week that has set operators of coin machines to wondering what effect the millions and even billions of money being widely distributed among various classes of people will have on the patronage of coin machines.

Survey reports that stockholders in the various corporations will receive approximately $3,000,000,000 in dividends during 1936. Employees, too, will share in the increased profits of business, but some observers say that the share being distributed among employees is not large enough in proportion to that being given to stockholders. If the depression has taught anything, they say, it is that money should be distributed as far as possible among the working classes, where it is quickly spent for consumer goods and starts on the way up again.

It is estimated that wage increases in excess of $130,000,000 annually already have been voted or are being considered. That figure does not include bonuses or special payments, which may be above $25,000,000.

The current deluge of extra, special and increased stock dividends for the final quarter of this year, in addition to regular dividends, gives every promise of adding $900,000,000 to the income of stockholders, the largest disbursements for any quarter in history.

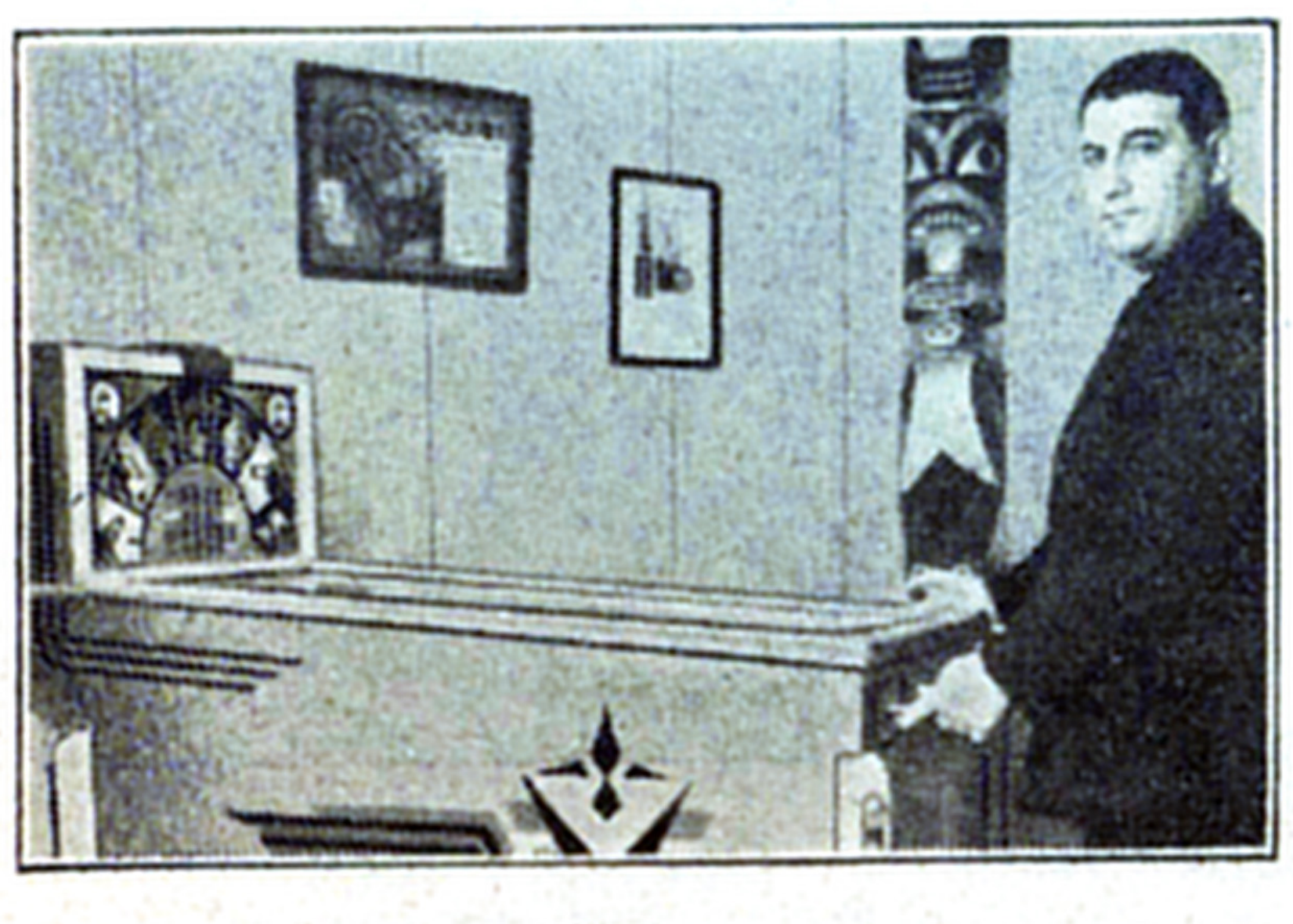
More than one-third of the final quarter payments will represent extra distributions by corporations reducing their liability under the federal surplus profits tax, which is effective for 1936 earnings.

The distributions reflect sharp improvement in corporate earnings and recovery of industry to 1930 activity levels.

Industrial earnings for the first six months this year were up more than 60 per cent over the 1935 period, according to federal reserve bank statistics. There is every indication that the final half's figures will make an even better showing.

Reflecting all these factors, consumers' income for the first nine months this year reached $39,873,400,000, an increase of 13.1 per cent above the corresponding 1935 period. In the same period this year consumer expenditures totaled $26,277,100,000, or 12.8 per cent above the amount spent in the 1935 period.

Economists expect both consumer income and outgo for the last three months of this year to increase some 15 per cent over 1935. They anticipate the heaviest retail holiday trade since 1929 and predict some lines will have the best sales in history.



MAX GINGOLD, of Independent Novelty Company, Springfield, Ill. is shown playing a Preakness game.

Claims Target Champion

NEWARK Nov. 21.—Dave Stern, of Royal Distributors, Inc., reports that he has at last discovered the champion of the ray rifle and will challenge all comers to match him in shooting the gun.

Stern claims that Irving Orenstein, also of this city, actually shoots a perfect score while using a mirror and with his back turned to the target. Orenstein has demonstrated his marksmanship for the past few weeks at the Royal offices and has created a great deal of comment.

Stern is a distributor for the Ray-o-Lite rifle range here. He is willing, he says, to place Orenstein against any member of the industry on Ray-o-Lite marksmanship and is willing to make it worth while for anyone who believes he is a better shot.

BIG HOLIDAY MONEY with the Greatest Profit-Makers Ever Offered!

CLEAN UP NOW!

FUR COATS $10.00 TO $27.50

All Styles and Sizes. LADIES': Black Seal Skin, p'c'd, (dyed Coney). Black Seal Skin (dyed Coney). Marmink, looks like real mink, Squirrellette, Coccoalette. MEN'S: Black Cloth, Fur Collars and Inside Linings of Black Seal Skin, dyed Coney and Marmink. CHILDREN'S: White Fur with Muffs and Scarfs to Match.

FUR MUFFS Black Seal Skin, dyed Coney. Beautifully, solidly constructed. Latest, smartest models. With exclusive Talon zippers and mirror and hand-bag enclosed. The finest buy on the market. Retails everywhere from $7.00 up. Marvelous premium number. **$3.00**

FUR SCARFS

Silvered scarf, looks exactly like genuine Silver Fox. White scarf, looks exactly like White Fox. Cross Fox, reddish-brown, cross between Silver and Red Fox. Smart, attractive! In demand everywhere. Bring big money, amazing profits! **$6.00**

SALESBOARD OPERATORS

PREMIUM USERS These outstanding new fur items build bigger business and give you greater profits than you've ever had before. All coats, scarfs and muffs are the best you can get at the price. Write today! Free Catalog!

RUSH YOUR ORDERS TODAY! All merchandise beautifully packed, finely made. All prices guaranteed to be lowest you can get anywhere. 25% deposit, balance C. O. D. on all orders. Your money (less freight charges) cheerfully refunded if you are not 100% satisfied. WRITE FOR FREE ILLUSTRATED CATALOG!

FREE CATALOG!

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.

1937 PRINCESS STYLE, Illustrated, $12.50.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS A 5c Salesboard.
44 Boxes of High-Grade Candy—1 Lb.—½ Lb.—¼ Lb.
6 Jars of Assorted Filled Candy.
1 300-Hole Salesboard.
COSTS YOU $5.50 ● TAKES IN $15.00

QUICK TURNOVER DEAL

Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 39.

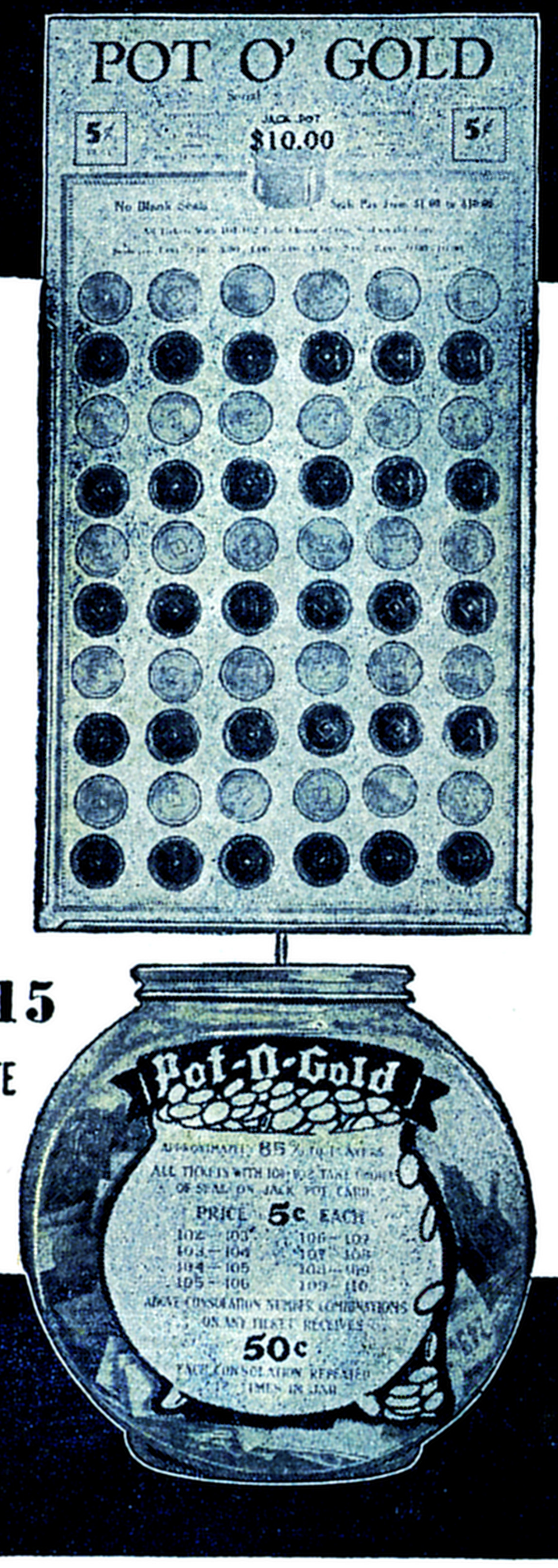
24 WINNERS
24 1-Lb. Boxes of Candy.
1 24-Hole Salesboard.
COSTS YOU $4.25 ● TAKES IN $8.00

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box........65c
5-Lb. Box of American Mixed Hard Candy. Per Box. 55c
All 5-Lb. Boxes Packed ½ Dozen to Carton.

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, INC. 50 EAST 11th STREET
NEW YORK N. Y.



YOU'VE HEARD OF GOLDEN DREAMS
WELL this isn't a DREAM
but it's GOLDEN!

★ ★ ★ ★

POT O' GOLD—

It's not only golden - but "POT O' GOLD" is the game you've dreamed about! Let's get off these dreams - and down to business! "POT O' GOLD" uses tip combination tickets, running from 101-102 to 119-120. Each combination repeats 12 times. This gives a total of 2280 tickets in each jar. These tickets are machine folded; allowing absolutely no possibility of there being less than 2280 in each refill, or any winning combination either being eliminated or repeating itself. This does away with the trouble that has been experienced with hand folded tickets.

5c DEAL

TAKE IN	114.00
PAY OUT	72.70
PROFIT	41.30

$5.15
COMPLETE
DEAL

Small Investment BIG PROFITS

Most any operator would be glad to invest $150.00 or more in any device that would return an average of $15.00 per week, per location. But here your investment is ONLY $5.15 FOR COMPLETE DEAL with a similar or greater return.

ORDER DIRECT OR FROM YOUR COIN MACHINE JOBBER

MUNCIE NOVELTY COMPANY
P. O. BOX 823 MUNCIE, INDIANA

OPEN TERRITORY FOR SLOTS

Open territory for Slots. Therefore, we are closing out Bowling Type Games. These are guaranteed O. K. mechanically and in appearance. Buy these slightly used games instead of new. They are just as good for operating. Legal everywhere. Wire order with 1/3 deposit today.

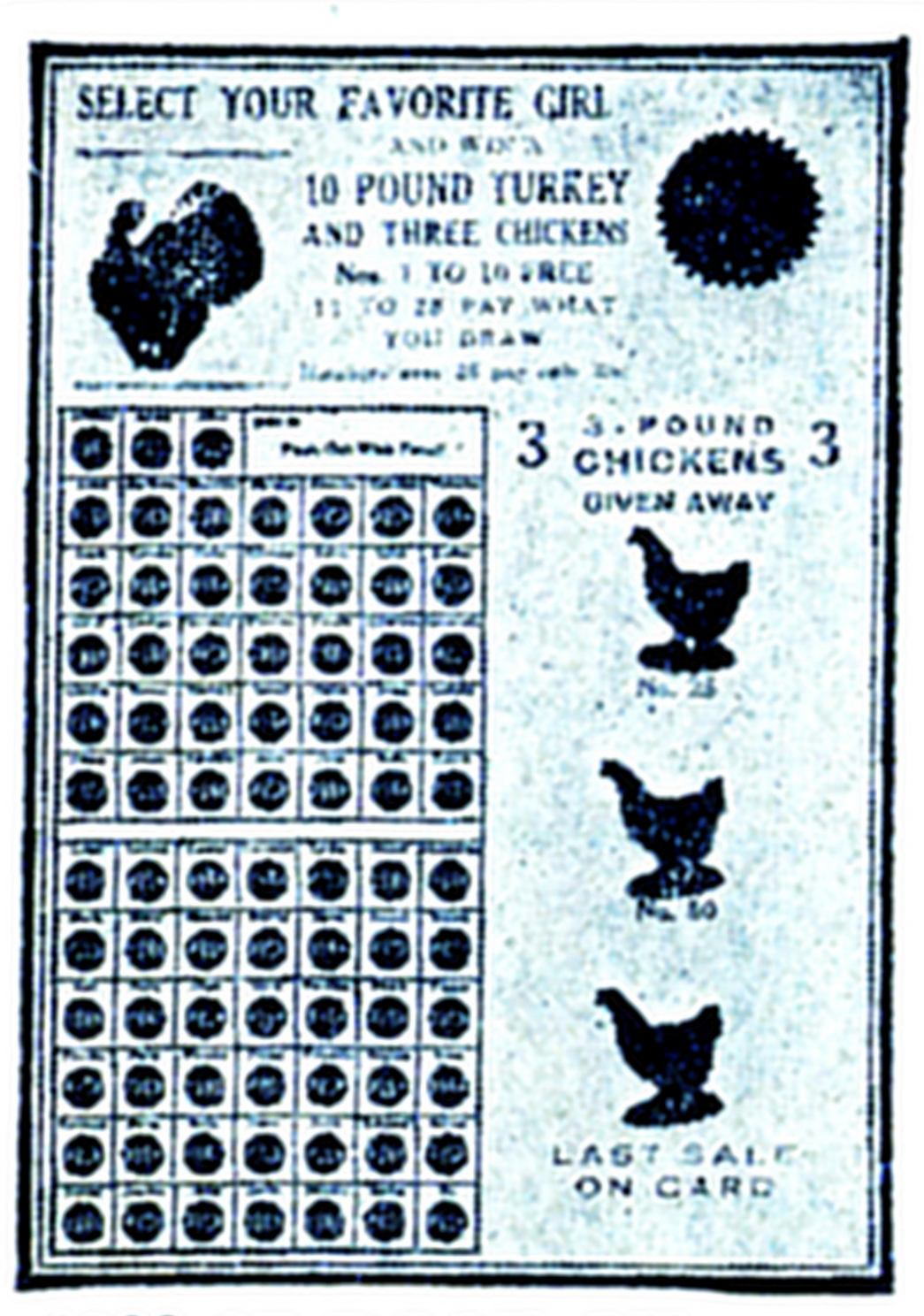
Prices Listed Below Are Rockbottom.

59 BALLY ROLLS	$145.00
18 WURLITZER Latest Model SKEE BALLS, Electric Slot	165.00
26 PONSER ROLL-A-BALLS	135.00
31 KEENEY BOWLETTES	155.00

All Games Listed Are Standard 14 Ft. Length.

These will be snapped up at once. Wire order with deposit today.

THE VENDING MACHINE COMPANY
205-215 Franklin St., Fayetteville, N. C.



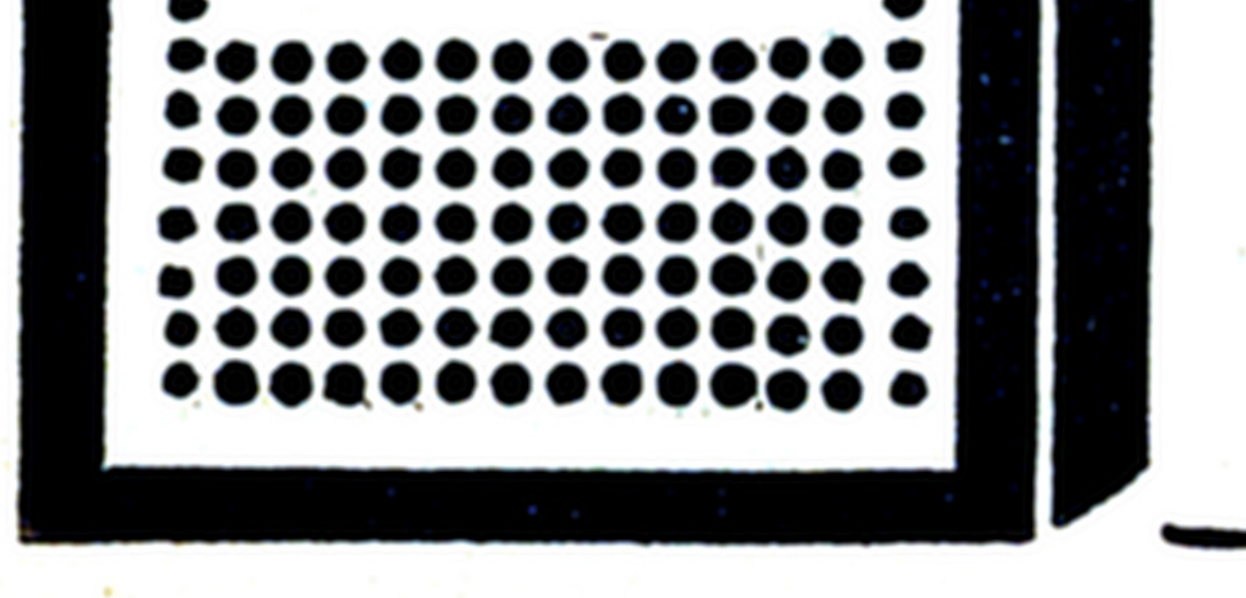
EAT AND SMOKE
5 5
20 CIGARETTES

TURKEY BOARDS and CARDS

SEND FOR CATALOG AND PRICE LIST

GLOBE PRINTING CO.

1023-27 RACE ST. Philadelphia, Pa.



SALESBOARDS - - 10c EACH

We offer a limited quantity of 300-Hole Put & Take Boards, 10c Each—Make $11.00 Profit—Limited Quantity 2,000-Hole 5c Trade Boards, $1.00 Each. Sample Orders Filled.

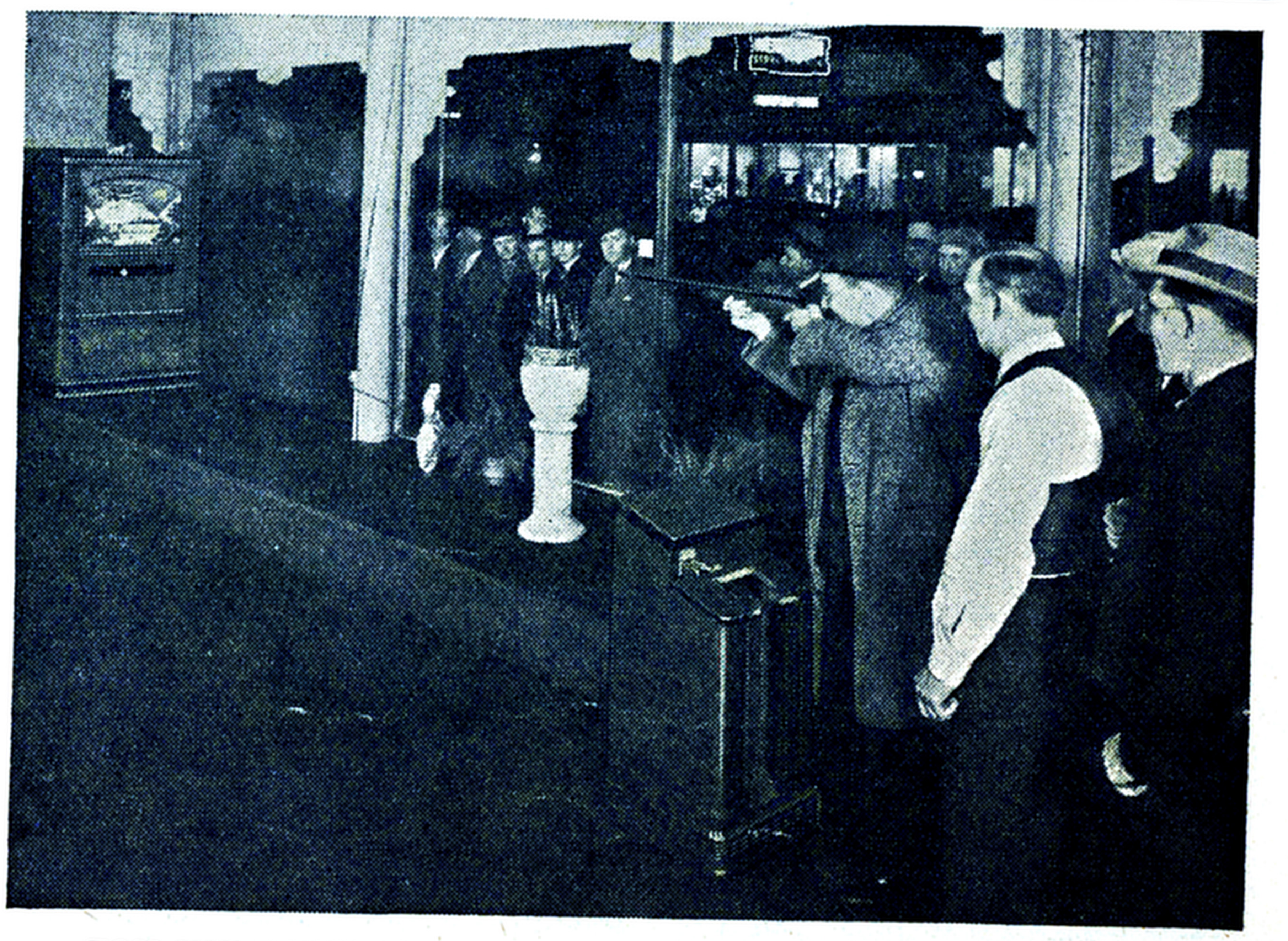
ASSOCIATED SALES AGENCY,
108 No 17th St., BIRMINGHAM, ALA.

Seeburg Builds 30 Years' Experience Into Machines

CHICAGO, Nov. 21.—"For over 30 years the J. P. Seeburg Corporation has been a leader in the automatic industry. All our vast store of knowledge and experience gained during that time is now being built into the amazingly successful machines in both the musical and amusement fields." Thus commented an official of the Seeburg firm in discussing the continued popularity of the Ray-o-Lite target machine.

"The original Ray-o-Lite rifle range is no exception to these high standards, and, in fact, it is a perfect exemplification of Seeburg thoroness. Every specific mechanical part has been completely tested and retested. The entire development and detailed research which the production of this machine necessitated took a period of two years.

"Today the trouble-free location performance of this machine presents true evidence as to the efficiency and capability of Seeburg engineers. The original Ray-o-Lite rifle range, while simple to operate, is not a simple machine. The mechanical and electrical construction of this rifle range, which employs the use of the photo-electrical cell, is highly technical and only skilled engineers and craftsmen such as make up the staff of the J. P. Seeburg Corporation are qualified to produce this type of development. Consequently, every Seeburg Ray-o-Lite rifle range that is shipped possesses an assurance of reliability in operation that permits an operator to reap the full and maximum profits."



TOM MIX RADIO RIFLE DRAWS LARGE CROWDS—Operator Jack Sturm reports that the rifle on the location pictured, the Bel-Clark Recreation Parlors and Tavern, was played almost constantly from 4 p.m. to 1 a.m every day for the last 15 weeks, and that the rifle has increased the tavern's business **25** *per cent.*

ATTENTION! – ATTENTION!

BUSINESS EXECUTIVES

MERCHANDISERS–SALES PROMOTERS–DISTRIBUTORS

Would you like to enter a new permanent, dignified, sound and legitimate business which should net you from $30,000 to $70,000 a year.

Over 70,000 exclusive dealers serving 30,000,000 customers are the market for our new patented product that repeats 25 to 30 times yearly. This product fills a long required need that gives better service to customers and more profit to dealers, tested and approved by leaders in the industry. Nothing like it—strong patents.

We are about to launch a powerful sales advertising and merchandising campaign to the trade. We are appointing a limited number of distributors to serve this huge market. At this time, we will appoint distributors for Chicago, Detroit, Cleveland and St. Louis. In the spring, New York, Boston, Philadelphia, Dallas and Los Angeles.

If you are capable, progressive and a producer, and have the necessary capital to organize your own sales force and maintain offices, you will find this one of the greatest business opportunities offered in many years. A capital of from $10,000 to $25,000 will be required depending on the territory. Only a small amount of merchandise will be needed. The balance is for sales promotion and an advertising program in your territory.

We are not so much interested in an initial order for merchandise as we are in the man. We know that if you follow our plans that sales for merchandise will follow. Let us emphasize again that we are interested in ability. The distributor we want should know how to organize and direct a sales force and be willing to cheerfully co-operate with us and other distributors to the fullest extent.

Personal interviews will be granted at our Chicago office only to interested and responsible persons. Give full details of yourself. No interviews will be granted after February 1. This proposition has never been offered before. Write BOX 225, care The Billboard, 60 Woods Bldg., Chicago, Ill.

BOWL-A-GAME
TRADE MARK
FOURTEEN FOOT
PORTABLE, 2 SECTIONS
STURDY CONSTRUCTION
MECHANICAL SCORE REGISTER
(PATENT PENDING)
Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO. INC.
NEW YORK

BOWL-A-GAME
14 FOOT PORTABLE
STURDY CONSTRUCTION
MECHANICAL SCORE REGISTER
(PATENT PENDING)
A Honey FOR PROFITS!
WORLD FAMOUS SINCE 1895
MUTOSCOPE

MANUFACTURERS
INTERNATIONAL MUTOSCOPE REEL CO. INC.
516-20 W. 34th ST
NEW YORK
THE HOME OF THE ELECTRIC TRAVELING CRANE

Operators: Attention!

A large Eastern candy concern whose products are well known are entering the vending machine field with their popular 5c sellers. T[illegible]perators and others they will finance 50% cost of machines for routes

To Qualify Answer Following Questions:

1. Number machines operating (if any).
2. Amount of cash you can invest in machines.
3. Can you locate profitably 100 5c vending machines of the wall type?

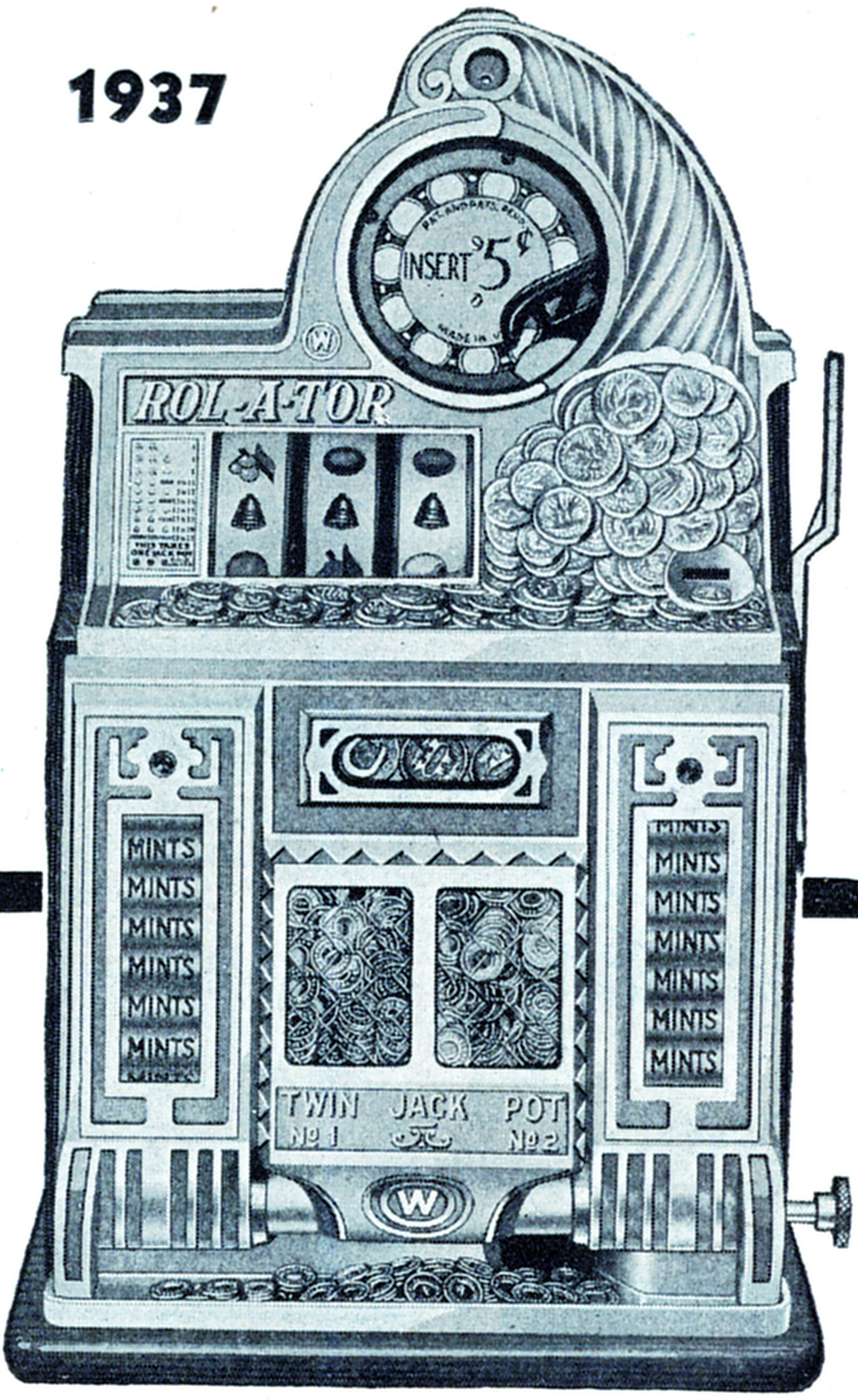
Please write in confidence and you will receive courteous attention.

BOX 333, CARE THE BILLBOARD, CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

"IT'S ROL-A-TOPS AGAIN!"

1937



ROL-A-TOP TOPS 'EM ALL!

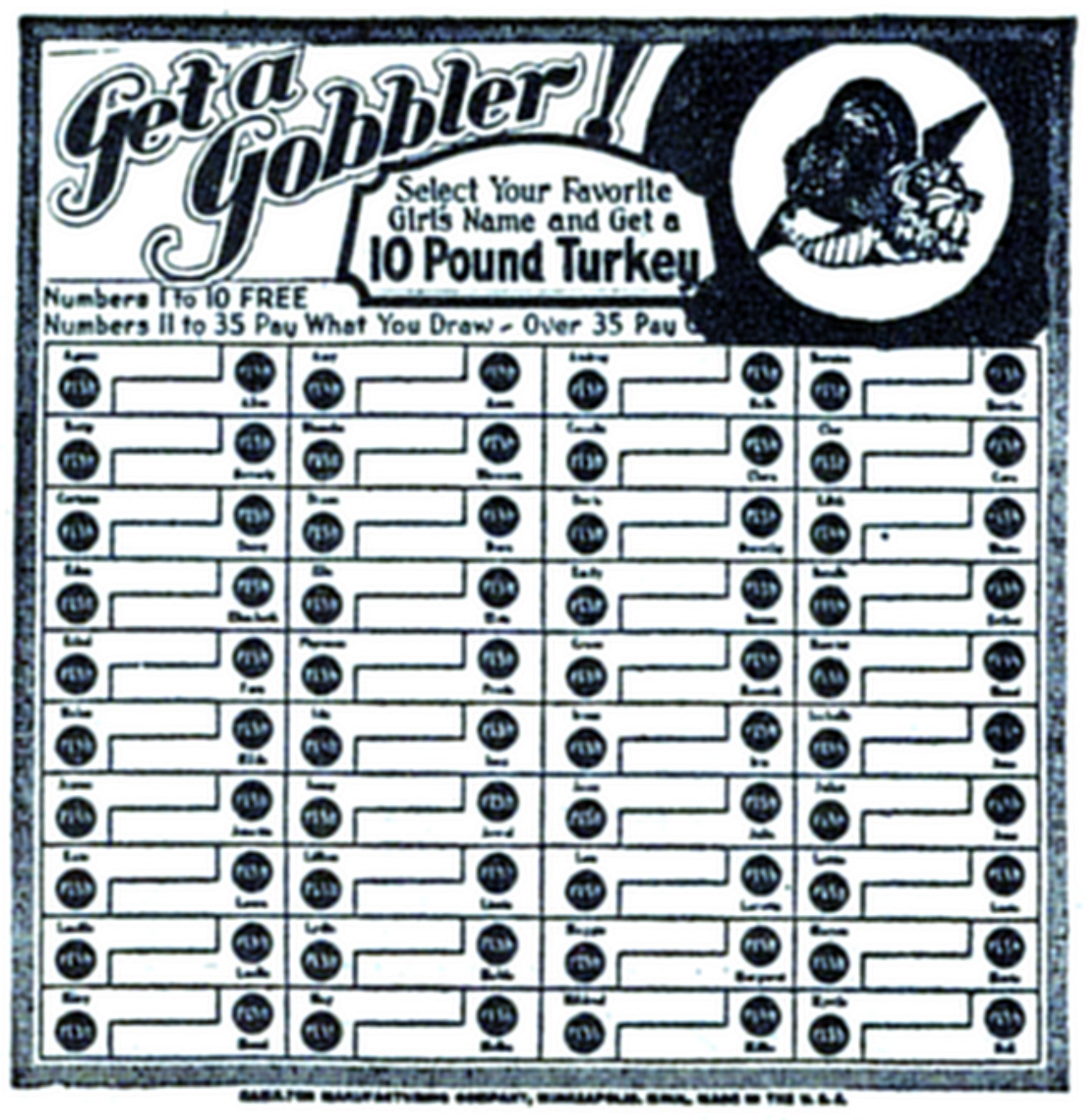
1936 Rol-A-Top swept the country.
1937 Rol-A-Top will sweep the country again.
It is the most outstanding, beautiful and popular coin machine ever built. We made a lot of improvements on the mechanism but have not changed the outside design.

Built for 1c-5c-10c-25c Play.

SWITCH TO ROL-A-TOP—SAVE MONEY

WATLING MANUFACTURING COMPANY

Established 1889
4640-4660 West Fulton St., Chicago, Ill., U. S. A.
Tel.: COLumbus 2770 All Depts.
Cable Address: "WATLINGITE," Chicago



Get a Gobbler!
Select Your Favorite Girls Name and Get a 10 Pound Turkey
Numbers 1 to 10 FREE
Numbers 11 to 35 Pay What You Draw - Over 35 Pay

TURKEY CARDS

Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO.
MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

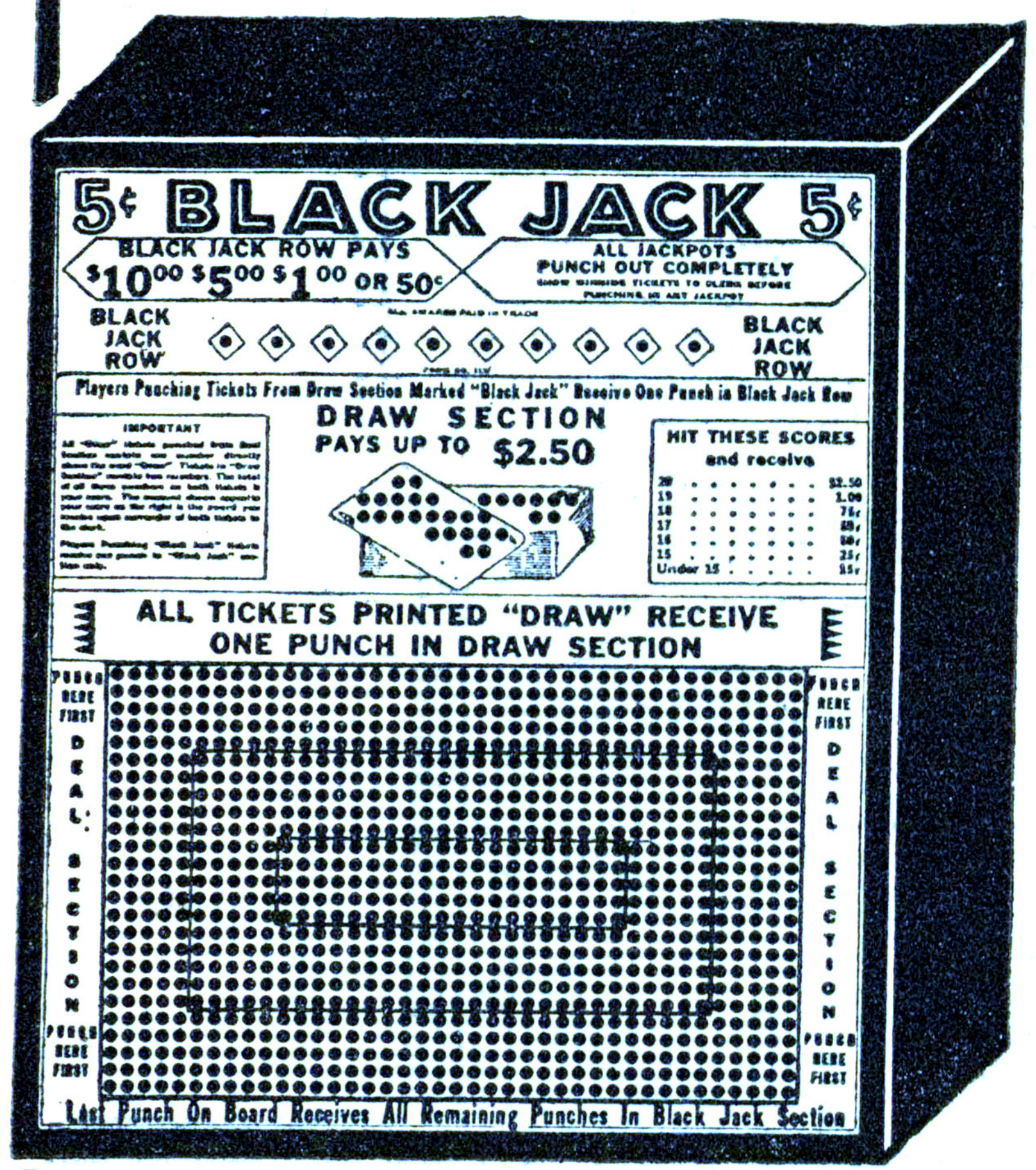
We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size.	1c to 25c Cards with 10 Free Numbers Take In.	1c to 35c Cards with 10 Free Numbers Take In.	Per Doz.	Per 100.	Per 500.	Per 1,000.
60	$11.45	$14.50	$0.84	$5.87	$23.84	$44.01
70	13.95	18.00	.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.50	1.01	6.99	28.34	52.26
100	21.45	28.50	1.17	8.12	32.83	60.51

HARLICH SALESBOARDS

The World's Finest Line

FIRST CHOICE EVERYWHERE!


5¢ BLACK JACK 5¢
BLACK JACK ROW PAYS $10.00 $5.00 $1.00 OR 50¢
ALL JACKPOTS PUNCH OUT COMPLETELY
BLACK JACK ROW
DRAW SECTION PAYS UP TO $2.50
HIT THESE SCORES and receive
ALL TICKETS PRINTED "DRAW" RECEIVE ONE PUNCH IN DRAW SECTION
PUNCH HERE FIRST
DEAL SECTION
Last Punch On Board Receives All Remaining Punches In Black Jack Section

$10.00 DEFINITE WINNER
BLACK JACK

No. 1127 1000 Holes

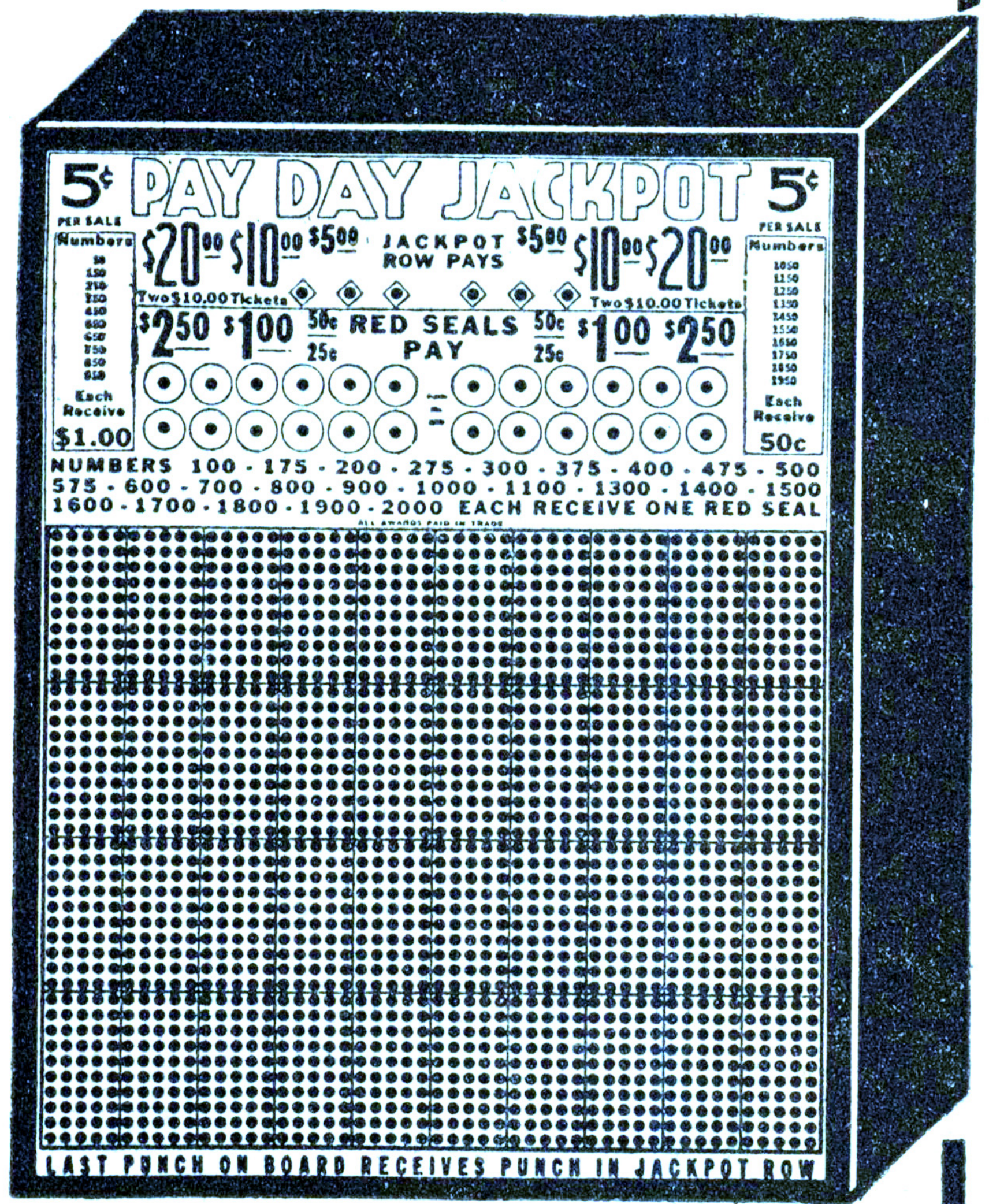
Played just like the popular card game of the same name.

Takes in $50.00
Average Payout 22.88
Average Gross Profit... .$27.12

Price $3.77 Each

Price includes easels and fraud-proof tickets for big winners.

A HARLICH JUMBO BOARD


5¢ PAY DAY JACKPOT 5¢
$20.00 $10.00 $5.00 JACKPOT ROW PAYS $5.00 $10.00 $20.00
$2.50 $1.00 50c 25c RED SEALS PAY 50c 25c $1.00 $2.50
Each Receive $1.00
Each Receive 50c
NUMBERS 100 - 175 - 200 - 275 - 300 - 375 - 400 - 475 - 500 575 - 600 - 700 - 800 - 900 - 1000 - 1100 - 1300 - 1400 - 1500 1600 - 1700 - 1800 - 1900 - 2000 EACH RECEIVE ONE RED SEAL
LAST PUNCH ON BOARD RECEIVES PUNCH IN JACKPOT ROW

$20.00 and $10.00 TO GO AFTER
PAY DAY JACKPOT

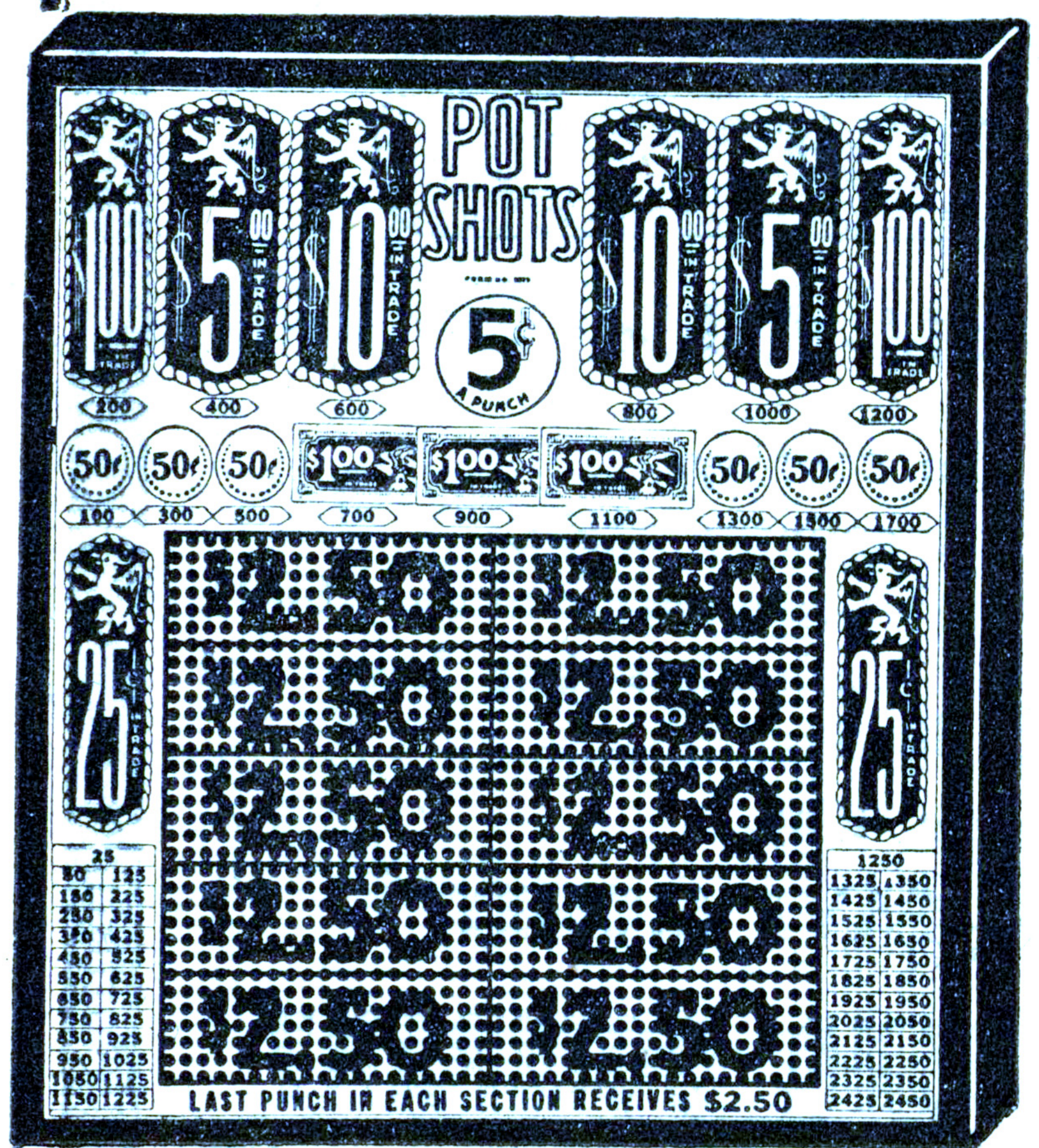
No. 2003 2000 Holes

Takes in $100.00
Average Payout 44.34
Average Gross Profit ...$ 55.66

Price $5.96 Each

Price includes easels and fraud-proof tickets.

A HARLICH JUMBO BOARD


POT SHOTS
5¢ A PUNCH
$1.00
$5.00
$10.00
50¢
$1.00
$2.50
25
LAST PUNCH IN EACH SECTION RECEIVES $2.50

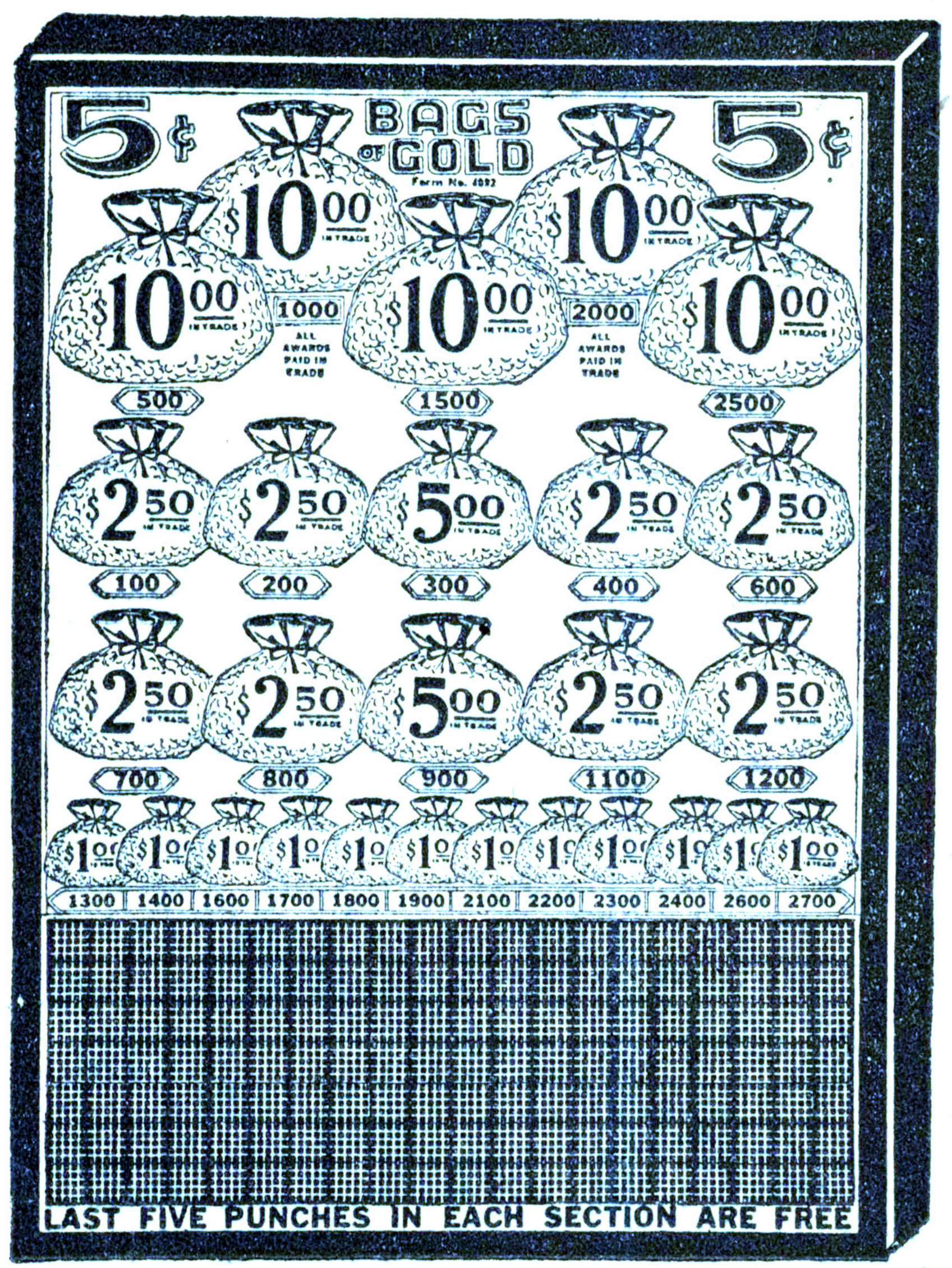
75 BIG WINNERS
POT SHOTS

No. 3075 3000 Holes

Takes in $150.00
Definite Payout 75.00
Gross Profit ....$ 75.00

Price $4.06 Each

Price includes easels and fraud-proof tickets for big winners.


5¢ BAGS OF GOLD 5¢
$10.00
$2.50
$5.00
$1.00
LAST FIVE PUNCHES IN EACH SECTION ARE FREE

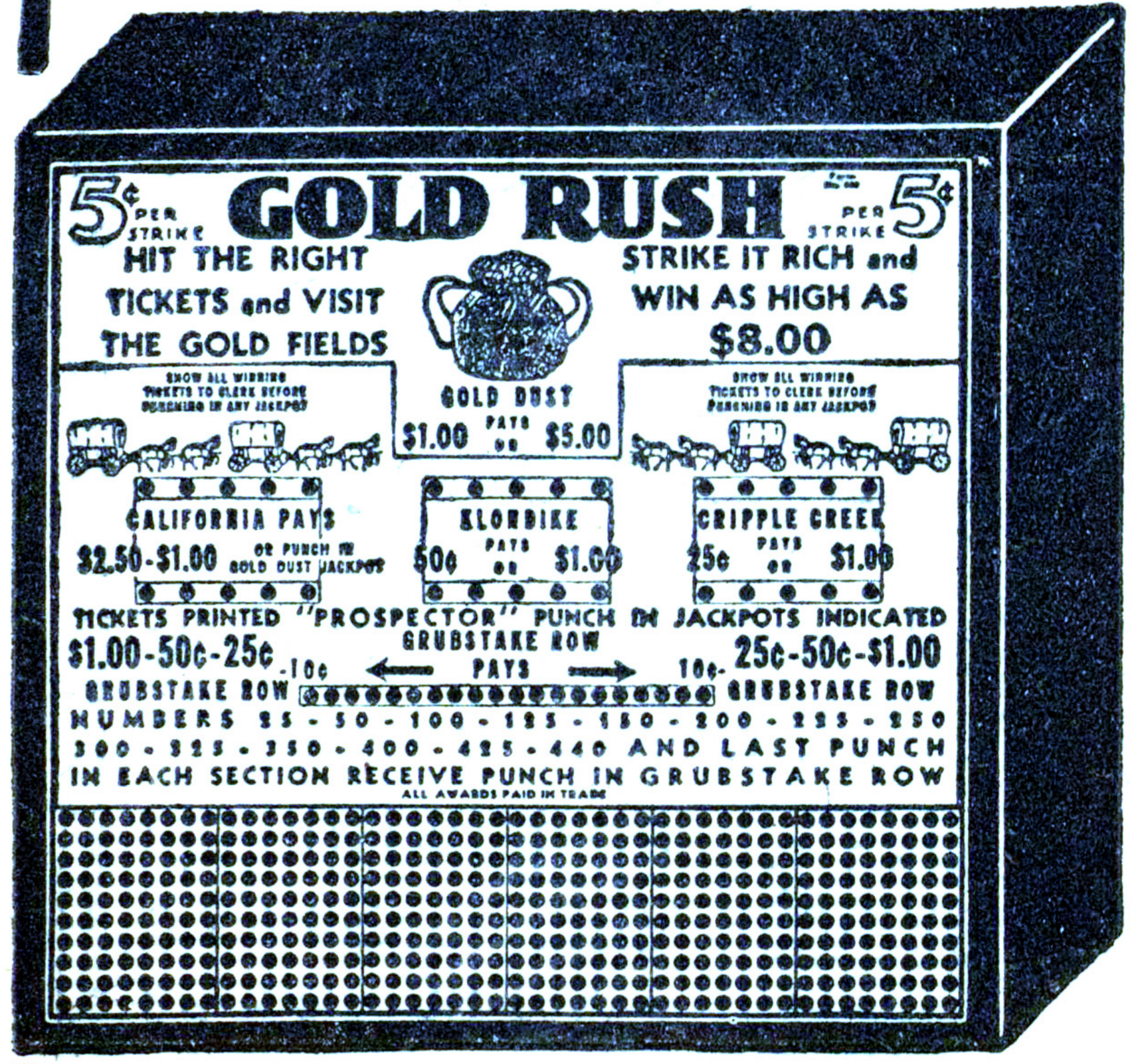
FIVE $10.00 WINNERS
BAGS OF GOLD

No. 4092 (Square Holes) 4000 Holes
800 Free Punches

Takes in $160.00
Definite Payout 92.00
Gross Profit ....$ 68.00

Price $7.22 Each

Price includes easels and fraud-proof tickets for all large winners.


5¢ PER STRIKE GOLD RUSH 5¢ PER STRIKE
HIT THE RIGHT TICKETS and VISIT THE GOLD FIELDS
STRIKE IT RICH and WIN AS HIGH AS $8.00
GOLD DUST $1.00 PAYS or $5.00
CALIFORNIA PAYS $2.50-$1.00
KLONDIKE 50c PAYS or $1.00
CRIPPLE CREEK 25c PAYS or $1.00
TICKETS PRINTED "PROSPECTOR" PUNCH IN JACKPOTS INDICATED
$1.00-50c-25c
GRUBSTAKE ROW PAYS
25c-50c-$1.00
IN EACH SECTION RECEIVE PUNCH IN GRUBSTAKE ROW

FAST PLAY and BIG PAY
GOLD RUSH

No. 449 400 Holes

Takes in $22.00
Average Payout 9.38
Average Gross Profit $12.62

Price $2.31 Each

Price includes easels and fraud-proof tickets for the Gold Dust and $5 Tickets.

A HARLICH JUMBO BOARD

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to

HARLICH MFG. CO. 1417 W. JACKSON BLVD.
CHICAGO, ILLINOIS

HAVE FOR IMMEDIATE DELIVERY

NEW

SEEBURG SYMPHANOLA (4 Models)	
STONER'S HOLD 'EM	$ 54.50
STONER'S TURF CHAMP	137.50
GROETCHEN "21" BLACK JACK	24.75
GROETCHEN COLUMBIA	67.50
JENNINGS' CHIEF	93.00

LIBERAL TRADE-IN ALLOWANCE MADE ON YOUR USED EQUIPMENT.
MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS.

Reconditioned--Ready To Operate

PIN GAMES

Ball Fan	$10.00	Gold Medal	$10.00	Rotation	$20.00
Beacon	4.50	Head Light, Free Game Register	40.00	Scotty	30.00
Big Shot	19.00	Jigsaw	3.00	Short Sox	35.00
Cavalcade	6.50	Kings	7.50	Short Sox, E. P.	38.50
CHAMPS	18.00	Lineo	12.50	Spit Fire	8.00
Colors	20.00	Lucky Star	5.00	System	27.50
Criss Cross A Lite	5.00	Mad Cap	27.50	Top It	32.50
Fair Play	15.00	Mad Cap, E. P	30.00	Torpedo	17.50
Fifty Grand	25.00	Neighbor	12.50	Totalite	25.00
Five & Ten	10.00	Roly Poly	20.00	Whirlpool, Ticket	30.00
Flying Colors	12.50			Zoom	10.00

COUNTER GAMES

Bally Baby	$15.00	King Six	$10.00	Sportland	$10.00
Cent A Pak	8.50	Mysterious Eye, Dice Game Auto. Pay	22.50	Texas Leaguer	5.00
Dandy Vender	7.50	Reel 21	16.50	Three Cadets	8.00
Fields Four Jacks	4.00	Reliance, Dice Game, Automatic Pay	60.00	Tit-Tat-Toe	7.50
Flying Colors, Jr	6.50	Rock Ola Three Jacks	4.00	Turf Flash	7.50
High Tension	10.00	Select 'Em, Dice	6.00	Wagon Wheels	10.00
Hold and Draw	8.50			I. O. U Dice Game	6.50
Horse Shoes	6.50				

AUTOMATIC PAY TABLES

CALIENTE	$35.00	Silver Streak, Counter	$10.00	Treasure Ship	$22.50

SLOT MACHINES

MILLS SINGLE JACK POT	$17.50	WATLING SINGLE J. P. BELL, 25c PLAY	$20.00
WATLING TWIN JACKPOT VENDOR.	27.50		

PEANUT MACHINES

Four Compartment PEANUT MACHINE, Chromium Plated, new	$12.50	Master Peanut Machine. New	$ 7.50
Hot Nut Straight 5c Play Peanut Machine.	7.50	Midget Type G Peanut Machine	2.50
		Stewart McGuire	10.00

PHONOGRAPHS

MILLS DANCE MASTER	$100.00	SEEBURG AUDIPHONE, JR.	$49.00
MILLS DANCE MASTER, DeLuxe	150.00	SEEBURG AUDIPHONE, SR	39.00
MILLS HIGH BOY	35.00	SEEBURG SELECTOPHONE	90.00
MILLS TROUBADOUR	45.00		

MISCELLANEOUS

BALLY ROLL	$150.00
SEEBURG ASTROLOGRAPH	75.00

W. B. SPECIALTY COMPANY 3800 N. GRAND BLVD.
ST. LOUIS, MO.

Guarantee Epco Products

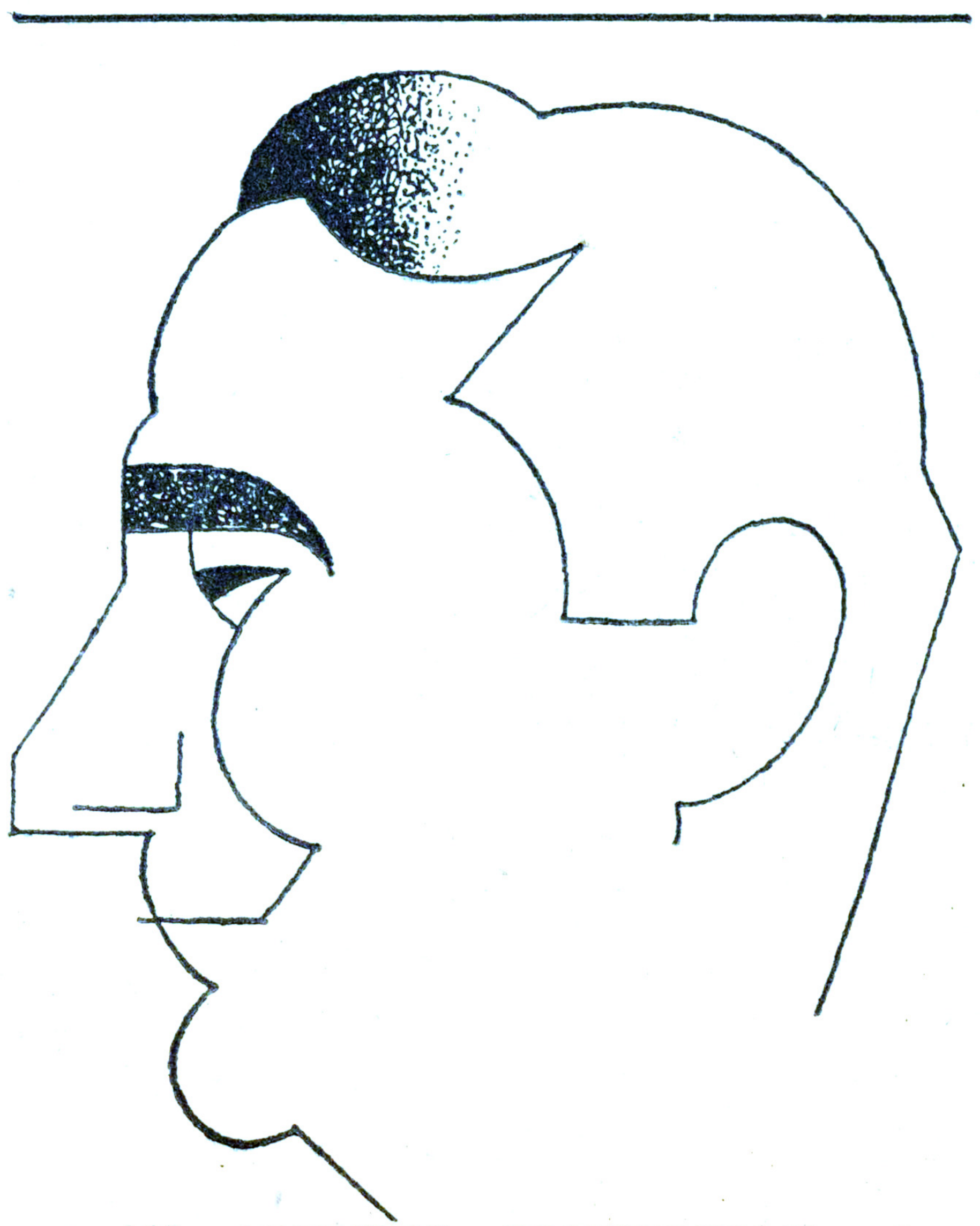
CHICAGO, Nov. 21.—Electrical Products Company, maker of Electropak and other devices for games, announces a new policy in offering a 90-day RMA guarantee on any purchase. This assures each buyer of Epco products complete satisfaction with every transaction.

Added to the Electropak, Adaptopak and Electrolok is the Photo-Pak, a unit used by many manufacturers of machines which employ the photo-electric cell principle. This device has already proved itself of immense value in making trouble-free operation possible.

A Toronto branch of the Electrical Products Company is being planned in accordance with the recent Canadian expansion of distribution. This division will be under the supervision of D. Lou Harris. To service Eastern distribution properly, arrangements have been made to offer complete facilities to operators. The New York office is under the management of the capable Dave Berman.

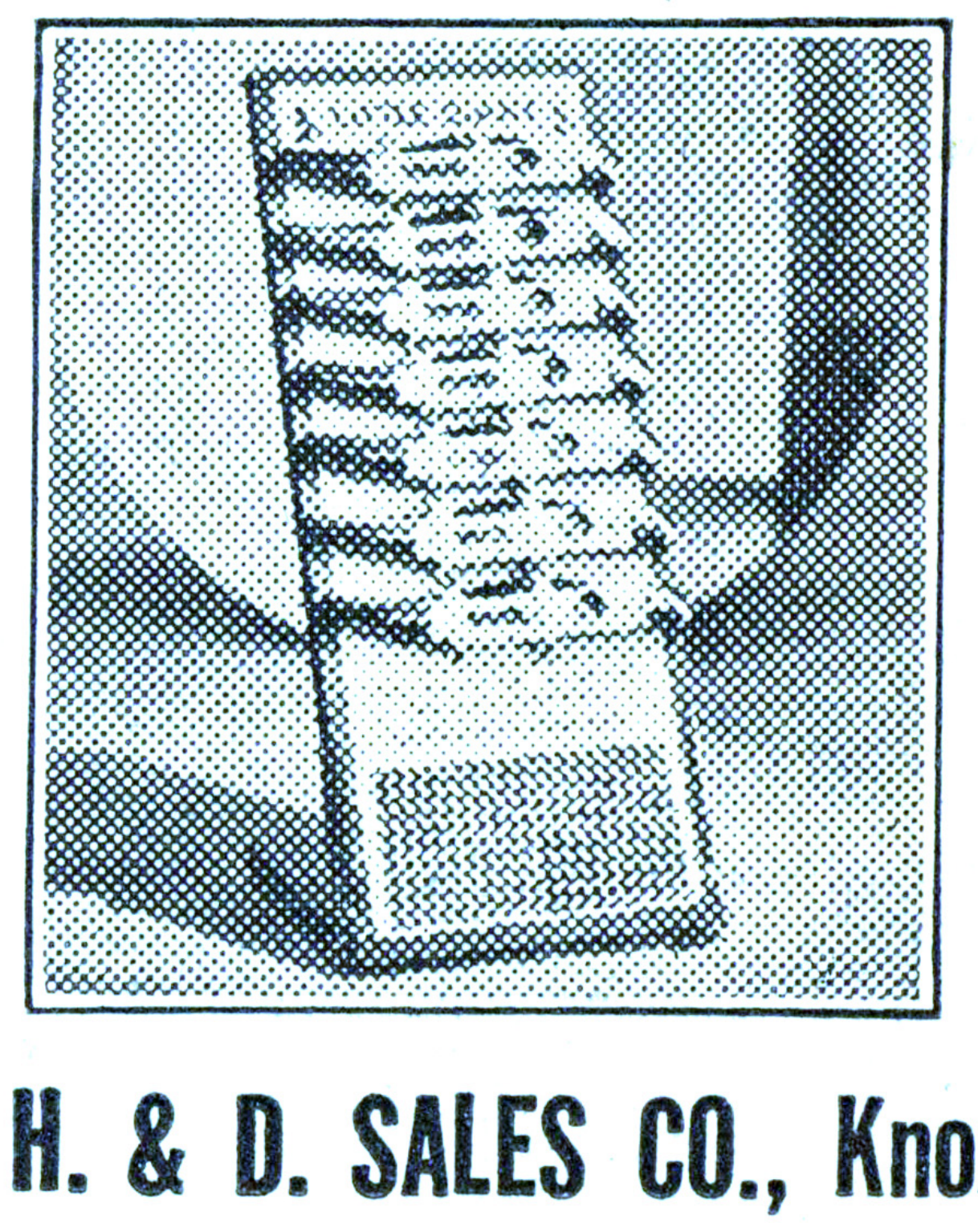
Steadily the production of the Electrical Products Company has risen, necessitating not only these additional branches but the constant increase of working space at the Detroit home plant. The Chicago office, headed by Harold E. Johnson, reports a tremendous activity in the Middle Western territory.

A. B. Chereton, president of the Electrical Products Company, is in constant touch with the entire automatic industry. He states that the increased activity is industry wide, and that a big boom concurrent with the convention is certain.



AN ARTIST'S CONCEPTION of Vince Shay, general sales manager of Mills Novelty Company, Chicago. With Mills for more than 20 years, he knows thousands of operators from Coast to Coast by their first name.

LOOK! SOMETHING NEW



Fish Knife, complete with compass in handle of each Knife; mounted seven on a 200 5c Salesboard. Sells to location for $5.

Lots 1,	$3.25
Lots 6,	2.95
Lots 12,	2.75

Order Today.

H. & D. SALES CO., Knoxville, Tenn.

BIG PROFITS for Salesboard Operators

Handling Our New **CANDY BOARDS**

Complete Deal of 21 Boxes Costs Only **$5.75**

Brings the Dealer . $15.00

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Fancy Chocolates,
- 6 Full Pound Boxes Chocolates,
- 3 Three-Pound Boxes Fancy Chocolates.
- 1 Three-Hundred-Hole Salesboard.

21 Winning Numbers.

Your Cost Complete Only $5.75.

Deposit of $3.00 Is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute
Indiana

ATTENTION: Salesboard Operators

MERCHANDISE THAT IS DIFFERENT: FANCY CHROMIUM CHESTS FITTED WITH ITEMS ON 40, 50 AND 60-HOLE PUSH CARDS. CHICAGO OPERATORS NOW MAKING BIG PROFITS, $50 TO $100 WEEKLY. WE ARE MANUFACTURERS.

STONE BROS., 800 Sibley, Chicago, Ill.

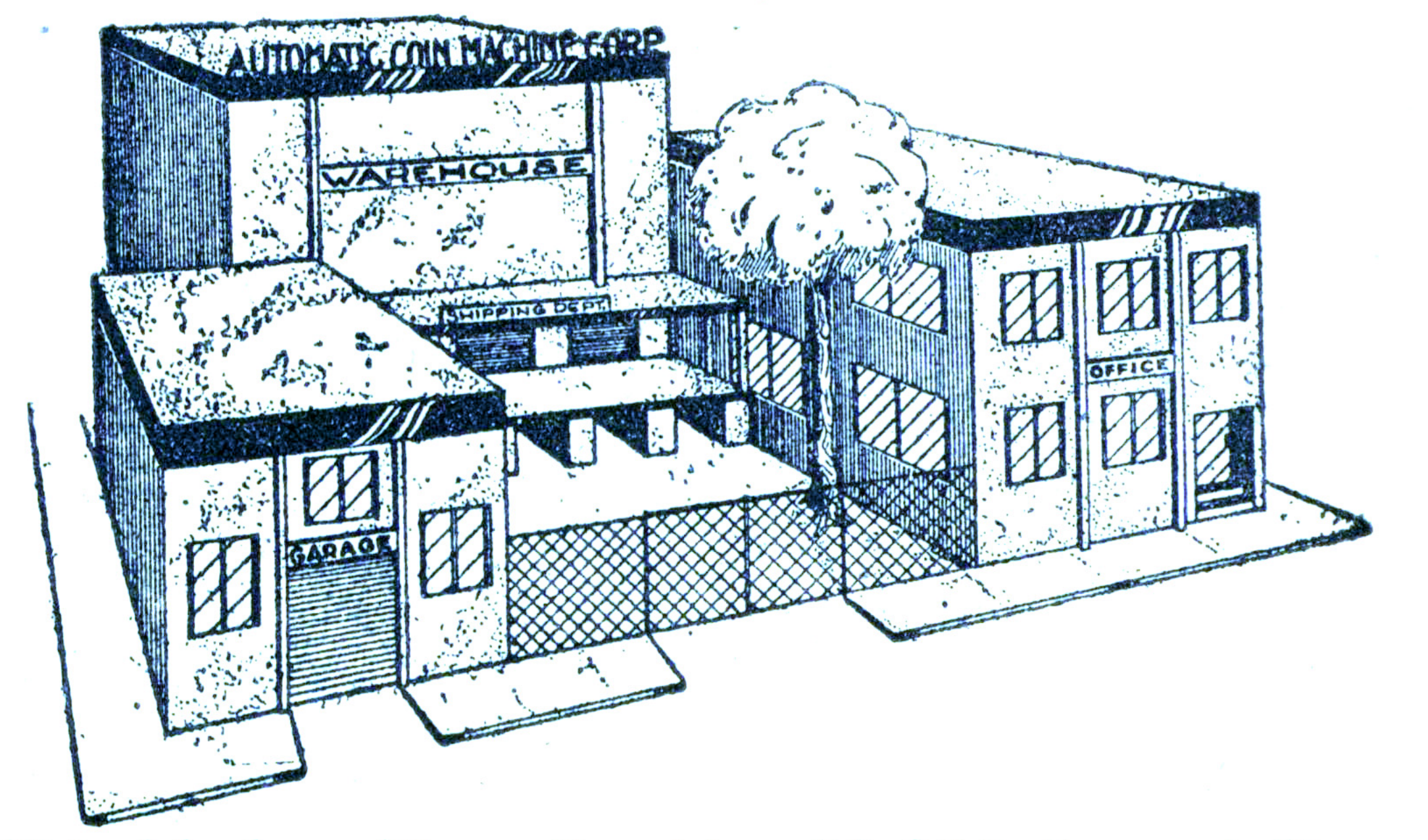
HEAR YE! HEAR YE!

We were FORCED *to move!!*

The orders have been coming in so thick and fast we were forced to scurry around and find more spacious quarters in order to give you the quick "same-day" service you've come to expect from New England's largest distributor.

A complete line of every up-to-the-minute, profit-making coin machine is right here in our warehouse, checked, crated and ready to be shipped the moment we receive your order.

WRITE FOR OUR COMPLETE LIST OF USED "SLOT" MACHINES, "PAY-OUT" TABLES, "NON-PAY-OUT" TABLES AND OTHER EQUIPMENT.



This Modern Plant Provides 20,000 Feet of Floor Space for Storing New and Used Equipment.

The manufacturers of the KELLY CIGARETTE VENDOR extend best wishes for your continued success.

CARLDICK MFG. CO.

Manitowoc, Wisconsin

CONGRATULATIONS!

From the makers of these sure-fire hits, equipped with a HAMMOND ELECTRIC CLOCK:

HIT PARADE
DERBY DAY
HIGH CARD
COLLEGE FOOTBALL

D. GOTTLIEB & COMPANY

2736-42 N. PAULINA STREET
CHICAGO, ILLINOIS

Accept our compliments on your new, modern place of business!

GROETCHEN TOOL COMPANY

126 N. UNION STREET
CHICAGO, ILLINOIS

Producers of:

"HIGH STAKES"
"21 VENDER" (BLACK JACK)
"COLUMBIA"

Sincere wishes for your success from:

"GALLOPING DOMINOES"
"ROU-LETTE"
and

H. C. EVANS COMPANY

1522 W. ADAMS STREET
CHICAGO, ILLINOIS

Congratulations

from

O. D. JENNINGS & COMPANY

4309 W. LAKE STREET
CHICAGO, ILLINOIS

for the orders that are pouring in on our complete line, and especially for:

Jennings "CONSOLE CHIEF"
Jennings "CHIEF"
Jennings "RED MAN"
Jennings "FLICKER"
Jennings "CHOCOLATE DROPS"
Jennings "CLUB VENDER"

KEEP UP THE GOOD WORK!!

"MORE POWER *to you* **BILL KELLEY"** *from* **ELECTROPAK**

Thanks, for the rush of business on "ALL-STAR COMETS"

PACE MFG. COMPANY

2901 INDIANA AVENUE
CHICAGO, ILLINOIS

Address your order TODAY to — DEPT. B

AUTOMATIC COIN MACHINE CORP.

37-43 ESSEX STREET • SPRINGFIELD, MASSACHUSETTS

ROLL IN PROFITS WITH

ROLL-A-BALL

★

THE FIRST

AND BEST AND ORIGINAL ELECTRICAL BOWLING GAME! IN OPERATION OVER 24 MONTHS!

THE WORLD FAMOUS DE LUXE MODEL ROLL-A-BALL IS DEFINITELY PROVED THE FINEST BOWLING GAME IN THE INDUSTRY! IT IS THE ONLY BOWLING GAME ACCLAIMED BY ALL OPERATORS! THE DE LUXE MODEL ROLL-A-BALL IS THE MOST BEAUTIFUL AS WELL AS THE 100% MECHANICALLY PERFECT—GUARANTEED BOWLING GAME! BUY THE BEST—BUY ROLL-A-BALL!! AND BUY IT TODAY!!

Complete details and prices in our beautiful FREE catalog — WRITE FOR IT NOW!

★

ROLL-A-BALL IS THE MOST COPIED GAME IN CONSTRUCTION AND DESIGN IN THE INDUSTRY!

"Silent as a Whisper"

NOW READY FOR DELIVERY

ROLL-A-BALL

9 FT. JUNIOP

The Finest and Most Beautiful Junior Bowling Alley with EVERY Super Feature of its big brother "De Luxe Model" ROLL-A-BALL!

$179.50

F.O.B. Newark

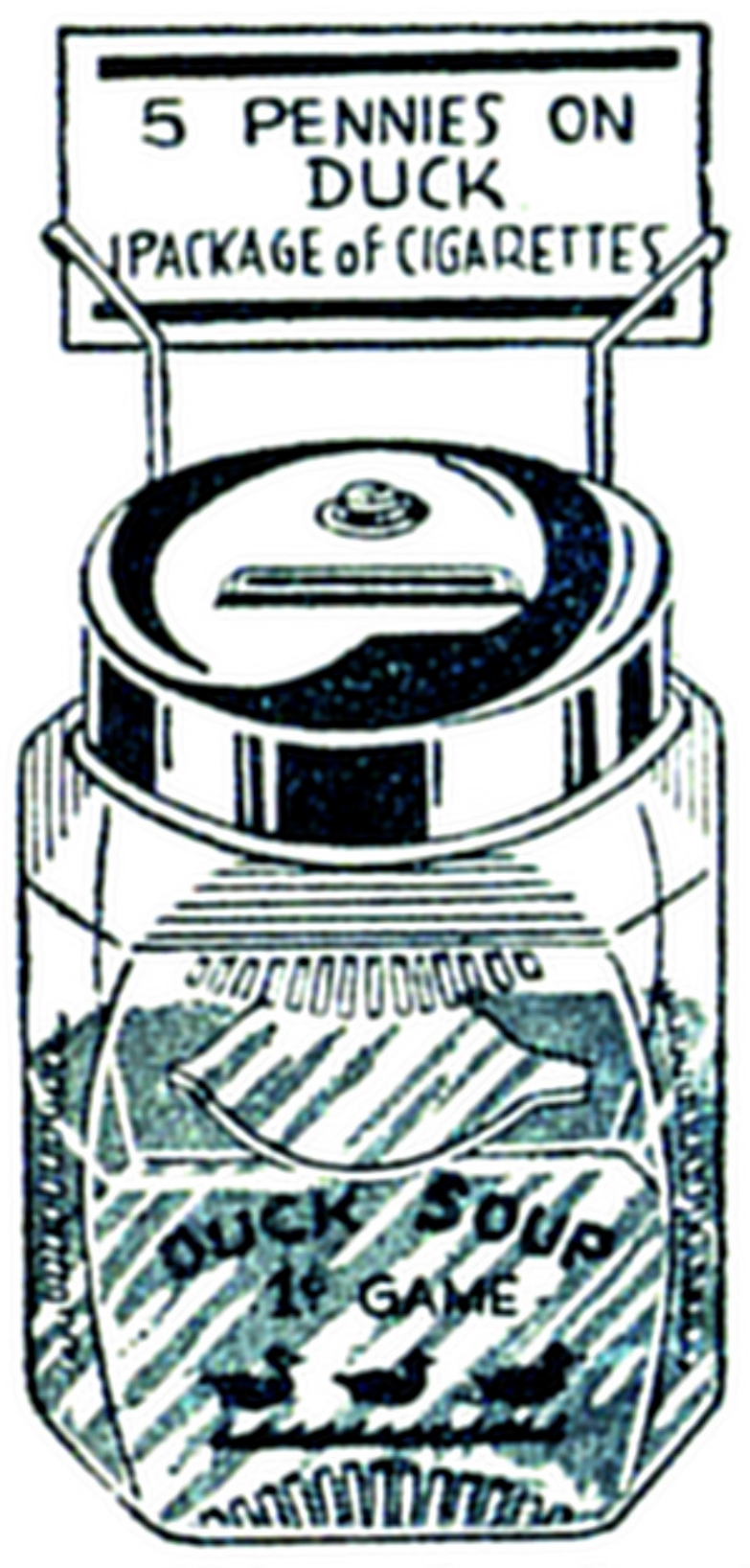
Exclusive Greater New York Distributors

D. ROBBINS & CO.
1141 DE KALB AVE.,
BROOKLYN, N. Y.

ROLL-O-MATIC, INC.
209-219 PARKHURST ST., NEWARK, NEW JERSEY
PHONE BIgelow 3—2335
MANUFACTURERS

DUCK SOUP

1c Skill Game



IT'S LEGAL

100,000 LOCATIONS

Open for this MONEY MAKER

Earns $2.00 to $10.00 Every Day

CLEVER
NOVEL
ORIGINAL
PROFITABLE

Watch the DUCK Dive!

PRICES
½ Deposit
Bal. C.O.D.

Sample . . . $1.90
Lots of 6 . . 1.40
Lots of 12 . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay

STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

OPERATORS EVERYWHERE

are taking advantage of our

Write, Wire your requirements to

GREAT MONEY SAVING PLAN

Why not you?

COIN AMUSEMENT SUPPLY CO.
1353 Sylvania Ave., Toledo, O.

Superior

"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

WE SELL To Operators Only

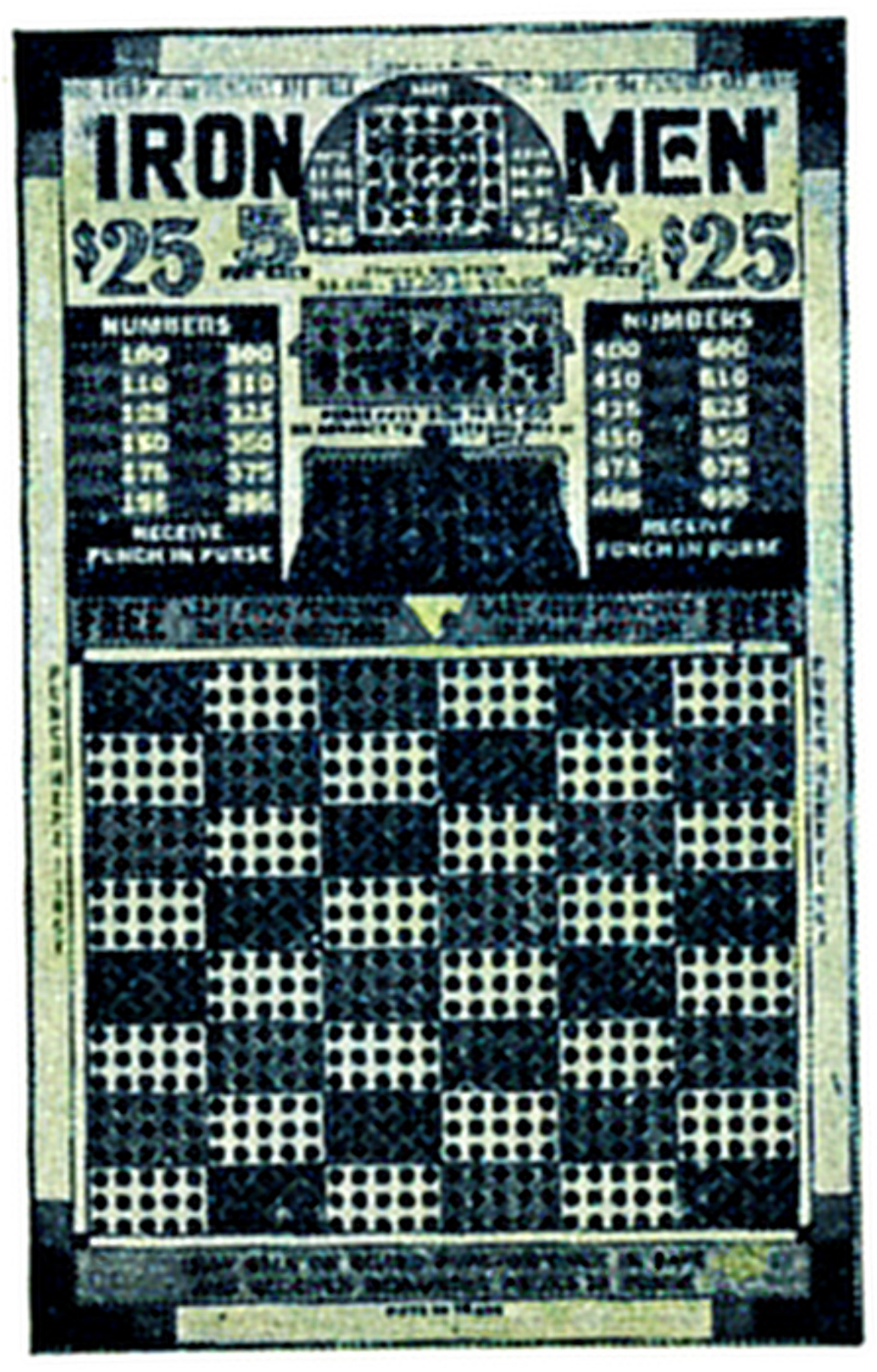
IRON MEN—The Salesboard that has EVERYTHING

Nothing has been overlooked in the way of Play Appeal in IRON MEN—$25 Capital Award; 15 Hole Sections—One Third Free Punches; Three Jackpots; Bright Colors; 720 Hole 48 Section THICK Board.

Board Takes In—480 Sales @ 5c	$24.00
Pays Out (Average)	11.00
Profit (Average)	$13.00

Write For SUPERIOR'S SCOOPS — It's Free To Operators.

SUPERIOR PRODUCTS, Inc.
14 N. Peoria St. Dept. B CHICAGO



PRE-INVENTORY SALE

Every Machine Thoroughly Reconditioned by Trained Mechanics — Ready to Operate.

USED PAY TABLES.

GIANT	$24.50
PALOOKA	59.00
GALLOPING PLUGS	55.00
MULTIPLE	55.00
REPEATER	29.50
DOUBLE SCORE	36.50
CHALLENGER	69.50
BIG FIVE, SR.	30.00
CREDIT	49.50
PEERLESS	55.00
BONUS	55.00
ELECTRIC EYE	60.00
CHAMPION	9.00
KENTUCKY DERBY	15.00
GRAND SLAM	49.50
RAINBOW	47.50
BOWIE	60.00

PACES RACES, Late Serials $275.00

USED PHONOGRAPHS.

MILLS TROUBADOUR	$ 50.00
MILLS DANCE MASTER, Rebuilt	90.00
SEEBURG SELECTOPHONE	100.00
SEEBURG SYMPHONOLA	165.00
WURLITZER P-10	127.50
WURLITZER P-12	169.50
WURLITZER P-412	220.00

SPECIAL DAVAL REEL 21 $15.50

1/3 Cash With Order, Balance C. O. D.

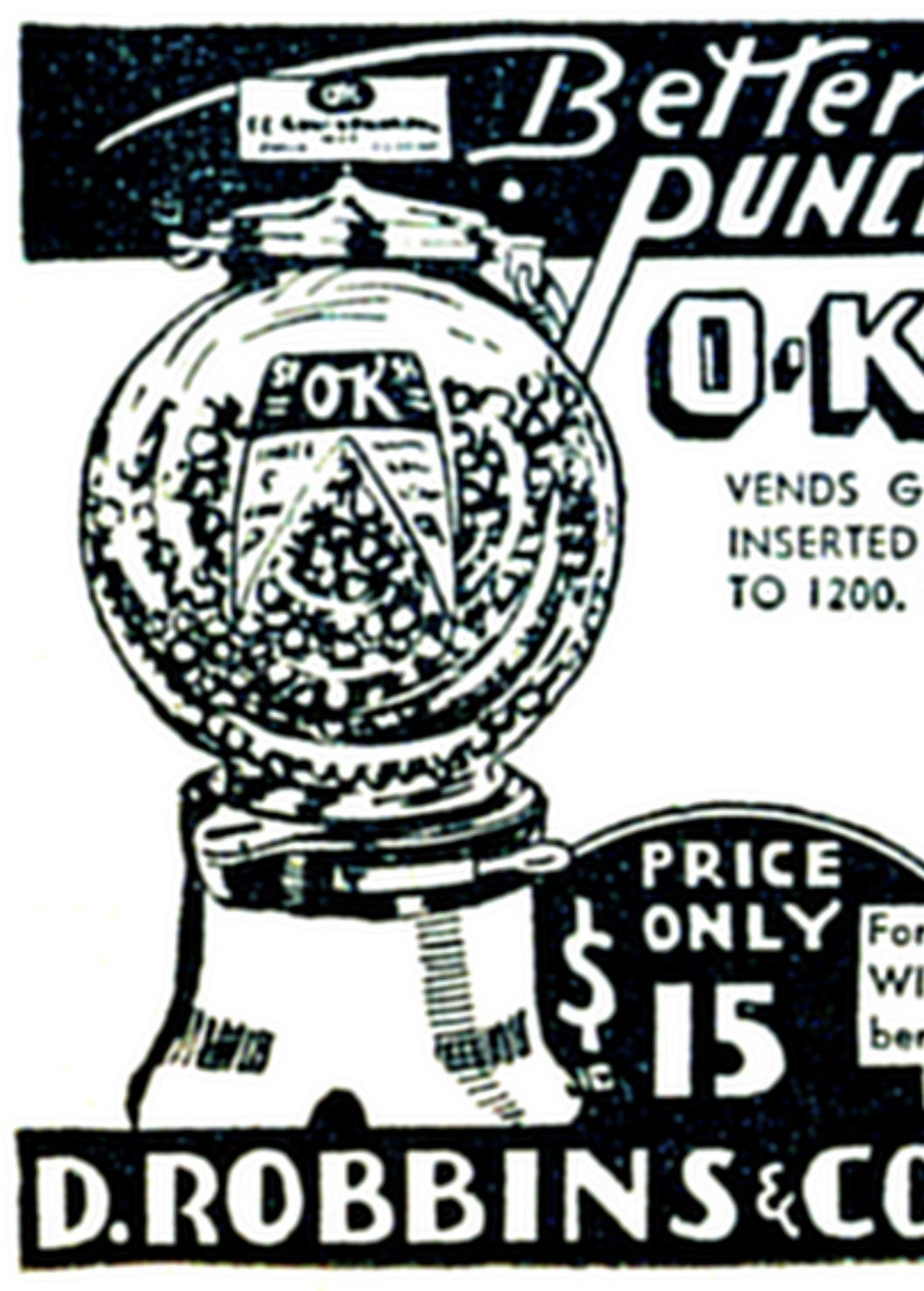
AUTOMATIC AMUSEMENT CO.
101-103 N. Fulton Ave., Evansville, Ind.

CLOSE-OUT BARGAINS SLOTS

4	MILLS 5c Extraordinary Mysteries	$60.00
1	MILLS 5c Blue Front Gold Award Mystery	55.00
1	MILLS 5c Reg. Gold Award	45.00
1	MILLS Dial, Latest Type	30.00
4	A. B. T. Wagon Wheels	7.50
2	A. B. T. Prosits	7.50
5	DAVAL Reel 21, Like New	15.00
2	A. B. T. Big Game Hunters	7.50
2	STEWART-McGUIRE 8 Col. DeLuxe Model Cigarette Machines, Brand New	Write

100 Other Bargains. Wire or Write.

L. H. HOOKER NOVELTY CO.
Arnolds Park, Ia



Better Than a PUNCH-BOARD!

O.K. 5¢ GUM-VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN $60.00. PAYS OUT $30.00 IN TRADE AWARDS.

PRICE ONLY $15

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.......

WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN-N.Y.

IMMEDIATE DELIVERY!

ROLL-A-BALL

9 Foot and 14 Foot Models

America's Most Attractive Bowling Game—Proven Perfect In Operation! Steady Money Maker!

D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

SEIDEN'S SUPER SPECIALS

CLEARANCE SALE!

YOU CAN'T BEAT THESE LOW PRICES *on used* PAYOUT GAMES!

RAY'S TRACK (*Late Serial*)	$250.00
PACES RACES (*Serial 1900*)	225.00
EVANS ROULETTES (*Like New*)	165.00
DERBY	47.50
JUMBO	29.00
TURF CHAMPS	97.00
MULTIPLE	$57.00
PALOOKA SENIORS	59.50
CHALLENGER	64.50
PARI-MUTUEL	50.00
HIALEAH	45.00
PEERLESS	39.50
RED SAILS	45.00
TYCOON	39.50

TAKE ADVANTAGE OF THESE AMAZING BUYS
Send in your order today or write for additional price list.

Every Seiden machine has been completely rejuvenated and has undergone thorough tests before being placed on the market. All values listed above assure you of the same trouble-free operation offered by a new machine.

Accompany all orders with 1/3 cash, bal. C. O. D.

COIN OPERATED HSW MACHINES

HENRY W. SEIDEN & CO.,
49 Sheridan Ave., Albany, N. Y.

Two-Year-Old Firm Expands

SPRINGFIELD, Mass., Nov. 21.—Moving of the Automatic Coin Machine Corporation to new and larger quarters recently brought the firm into the local news spotlight. This month is also the second anniversary of the firm and its history and personnel offers some interesting facts.

Beginning in August, 1934, with one store and the modest personnel of five employees, the corporation's growth has been phenomenal. In 1935 the company found it necessary to occupy an additional store and add six employees. In 1936 they also found it necessary to secure additional warehouse space. In their new quarters, located at 37-43 Essex street, they will have the benefit of triple the amount of space.

At the present time the personnel consists of 16. Incorporators are Gene Baker, who is known by practically all of the operators east of the Mississippi; Arthur Laliberte, formerly represented the Julep Company, of Fort Worth, Tex., and William Kelley, who assumes the role of manager and takes care of sales at the store.

Corporation is fortunate in having an able representative in Frank King, of South Brewer, Me. King looks after the customers in that State. Carl Taft has charge of the office and was formerly connected with the Westinghouse Manufacturing Company.

Charles Landry has charge of repairs. Thru his hands each year pass thousands of used and new machines. He is ably assisted by Larson and "Bo" Amelin. Charles Clarke takes care of the packing of all outgoing shipments. Gene Perron assists with showroom sales and delivers urgent orders. Four girls take care of the work in the office.

Three trucks are used by the selling force to display samples of the various machines to their clientele.

When questioned one of the owners advanced this information as the main reason for the growth of the firm. When they decided to operate a jobbing business they realized with several well-established jobbers already doing business they would have to have something unusual to offer. They decided to operate with salesmen on the road in conjunction with their place of business. Heretofore practically all jobbers mailed circulars and depended on this method to obtain the business. Results have shown the new method of co-operation between salesmen on the road and a display room to be very effective.

LAST WEEK OF SALE ON USED AUTOMATICS

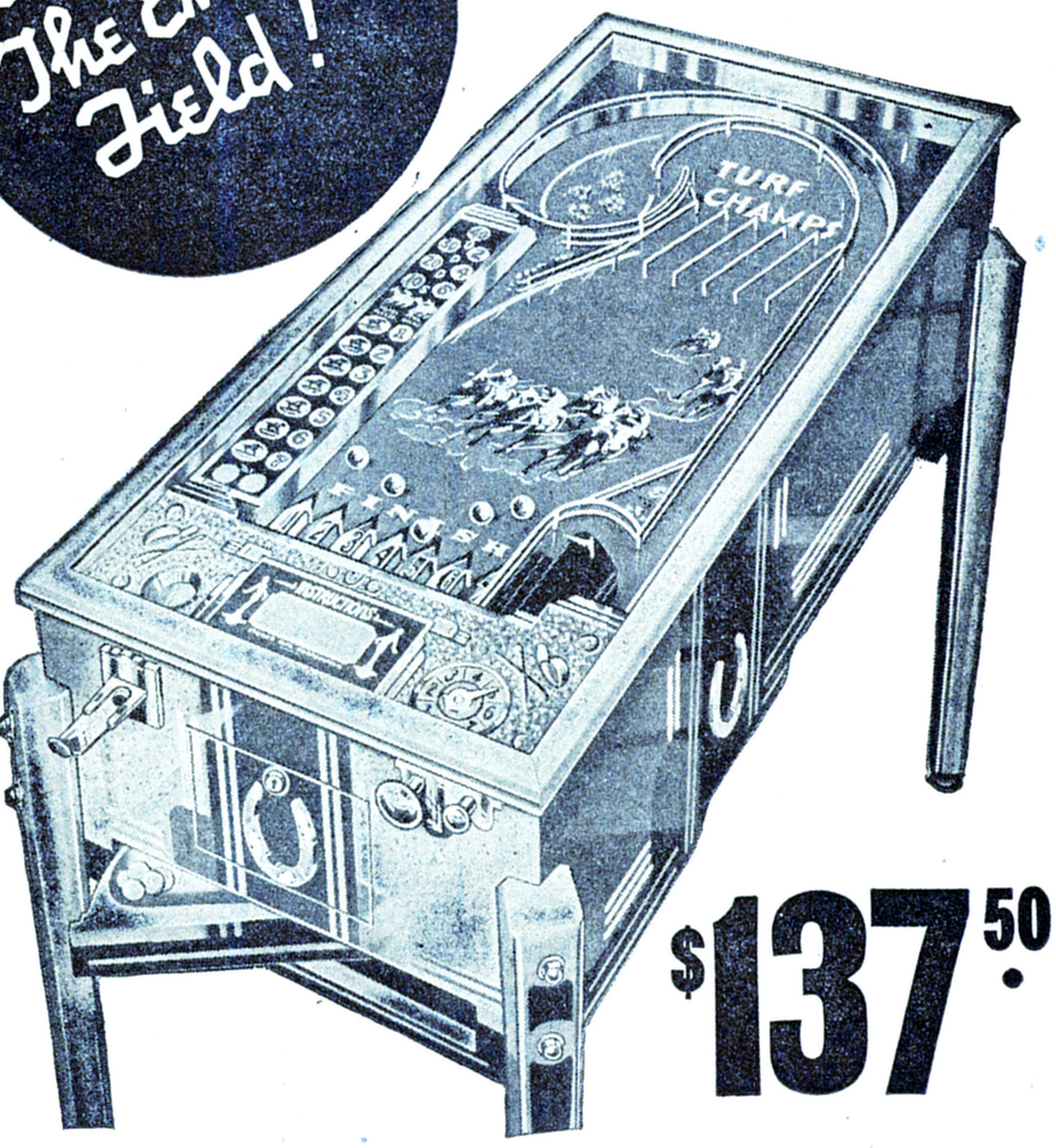
BALLY ROLL	$117.50
MULTIPLE	54.50
BALLY BABY	9.50
REEL 21	11.50
CHALLENGER HIALEAH BALLY DERBY	$49.50
CREDIT MULTI-PLAY BONUS ELECTRIC EYE	44.50
WESTERN RACES DAILY RACES PAMCO PARLAY TYCOON	39.50
EXTRA SPECIAL PEERLESS	37.50
SUNSHINE DERBY TROJAN TEN GRAND	32.50
ALAMO HOLLYWOOD JUMBO DAILY LIMIT BIG SHOT	29.50
MAMMOTH PROSPECTOR DE LUXE 46	19.50
ACE STAMPEDE	15.00
GOLD RUSH DO OR DON'T	8.50
RED ARROW SPORTSMAN TRAFFIC	5.00

Each and every one fully reconditioned.
1/3 deposit with order, balance C. O. D.
BOYLE AMUSEMENT CO.
522 N.W Third St., Oklahoma City, Okla.

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



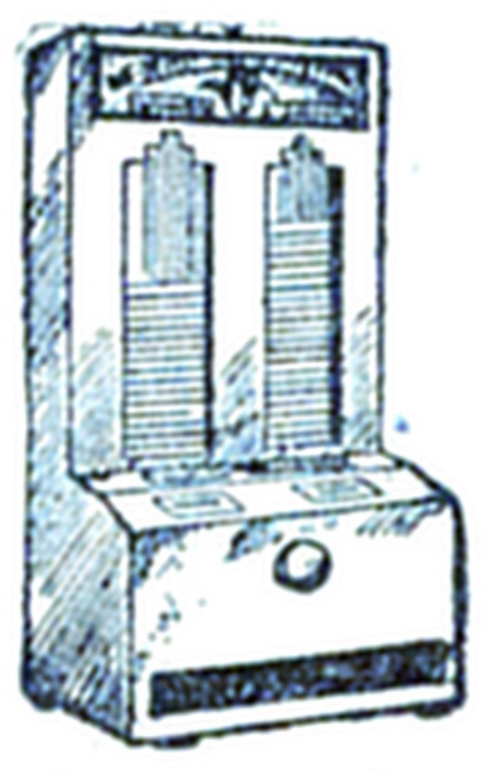
$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION
Aurora, Illinois

Empire Peanut Vendor.

CIGARETTES

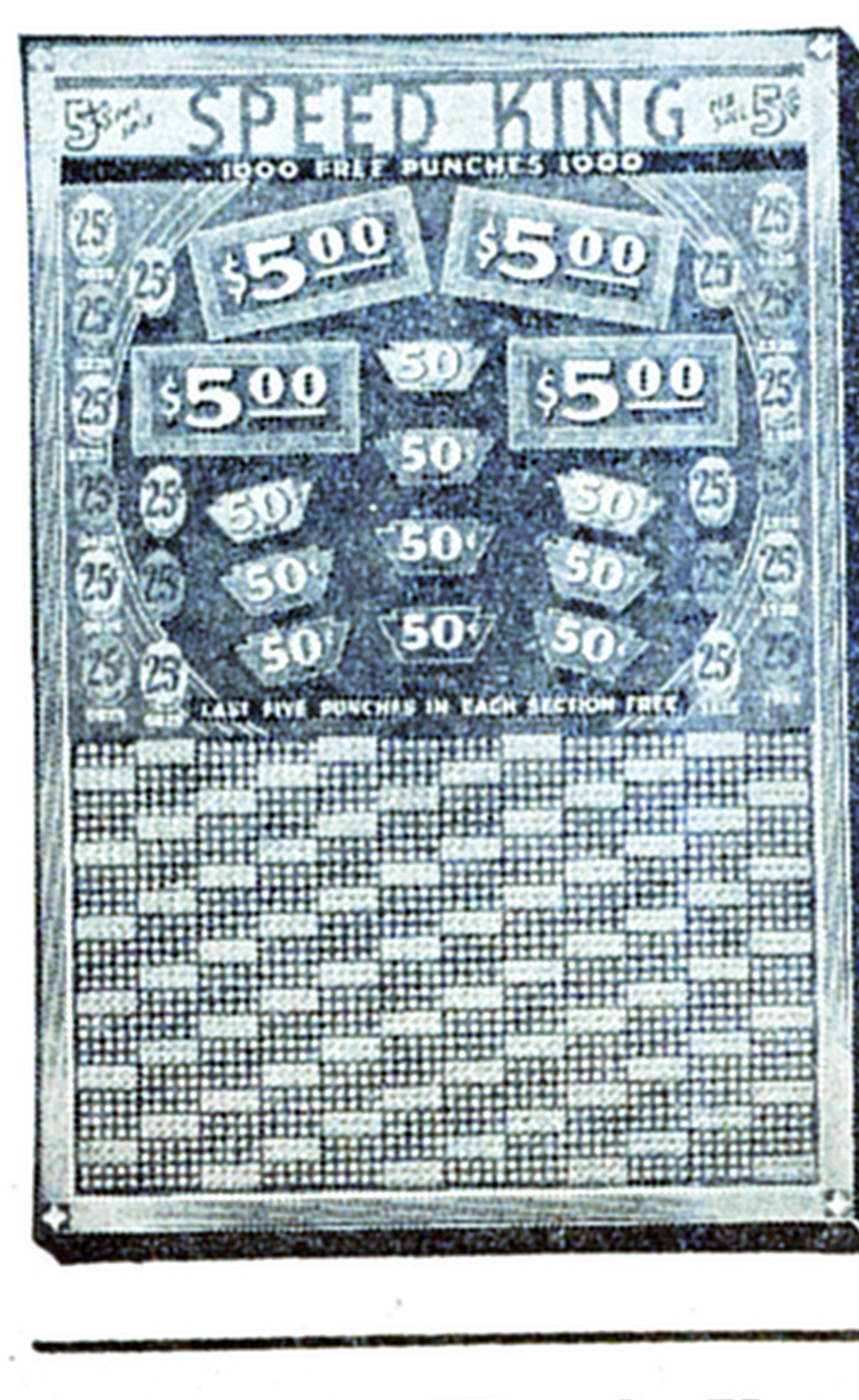

1c Gum Vendor.

BIGGEST MONEY MAKING GAMES!

Stoner's HOLD 'EM $54.50 ● *Stoner's* TURF CHAMPS $137.50

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



SPEED-KING
FOR PROFITS and FAST PLAY
GARDNER'S NEW 2160 HOLE BOARD — HALF FREE
ORDER No. 2160 S K T — PRICE $3.70
PLUS 10% U. S. TAX

A Large (11½x16½ in.) Beautiful Thick Board — Going Big Everywhere.

SEND FOR NEW 144-PAGE CATALOG

GARDNER & CO.
2309 Archer Ave., CHICAGO, ILL.

CARL TRIPPE SAYS:

"GIVE IDEAL A TRIAL AND CONVINCE YOURSELF THAT YOU WILL ALWAYS GET A SQUARE DEAL, AND MERCHANDISE AND SERVICE SECOND TO NONE"

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR

Bally Products—Rock-Ola Phonographs—Superior Salesboards—Rock-Ola's Rhythm King and Rock-Ola's Regular—Write for Prices.

Write for List and Prices of Bally's Latest Hits. Full Line Superior Salesboards (One-Third Off List Prices)

NEW WINNERS.	
BALLY EAGLE EYE RIFLE	$298.00
BALLY ROLL	210.00
NORTHWESTERN, Model 33, Peanut.	5.50
ROCKOLA LO-BOY, Porcelain Scale.	39.50
ROCKOLA TOM MIX RADIO RIFLE	434.50

NEW COUNTER GAMES.	
BALLY BABY (1c)	$17.50
BUCKLEY PURITAN VENDER	12.00
CENT-A-SMOKE (1c Cig.)	12.00
GROETCHEN "21"	24.75
MUTUEL (Buckley)	22.00
RACES (1c to 25c)	17.50
REEL "21"	23.75

NEW PIN GAMES.	
BANK NIGHT	$49.50
CHOCOLATE DROP	67.50
EXCEL	54.50
HOLD 'EM	54.50
TRAP SHOT	67.50

NEW AUTOMATIC GAMES.	
BLUE BIRD	$129.50
BELMONT	123.50
ONE BETTER	137.50
PREAKNESS	149.50
RAY'S TRACK	500.00
RELIANCE	92.50
SNAPPY	149.50
TRAP LITE	149.50
TURF CHAMPS	137.50

TRIPPE'S SENSATIONAL BARGAINS IN GUARANTEED USED MACHINES—AUTOMATIC GAMES

ACE (1 Ball)	$25.00
AUTO PUNCH (Counter 5c)	20.00
ALL STARS	55.00
BALLY DERBY	57.50
BIG CASINO	30.00
BIG FIVE, SR. (2 or 5 Ball)	20.00
BIG LEAGUER (10 Ball)	15.00
BIG SHOT (1 Ball)	25.00
BONUS	55.00
CHALLENGER	60.00

COCKTAIL HOUR (10 Ball)	$30.00
DAILY LIMIT	42.50
DeLUXE "46"	27.50
DOUBLE SCORE	37.50
ELECTRIC EYE (Exhibit)	50.00
FORTUNE	25.00
FLICKER	89.50
GALLOPING PLUGS	42.50
GRAND NATIONAL (Race Horse)	45.00
GRAND NATIONAL (Oak Cabinet)	25.00

GRAND SLAM	$45.00
HIALEAH	49.50
JUMBO (1 Ball)	42.50
JUMBO (Ticket 1 Ball)	59.50
MAMMOTH	25.00
MONOPOLEE	40.00
MULTIPLE	70.00
MYSTERIOUS EYE (Counter 5c)	20.00
NATURAL	60.00
PACE'S RACES	235.00 Up

PARI-MUTUEL	$75.00
PEERLESS	50.00
PROSPECTOR	27.50
PUT 'N TAKE	10.00
RELIANCE (Dice)	59.50
ROCKET (New Model)	8.00
SUNSHINE DERBY	40.00
SPORTSMAN	9.00
THOROBRED (Races)	300.00
TYCOON	42.50
WESTERN SWEEPSTAKES	15.00

PIN GAMES. (Straight Pin Games—Lots of 10 or More 10% Off.)

ACTION, SR.	$ 4.00
AUTO BANK (Tape)	5.00
AUTO FLASH	10.00
AIRWAY	2.50
ARMY & NAVY	3.00
BALL FAN	10.00
BATTLE	17.50
BIG LEAGUER	10.00
BLUE RIBBON	3.00
BOMBER	7.50
BIG SHOT	19.50
BEA MLIGHT	4.00
CRACKERJACK	10.00
CRACK SHOT	3.00
C. O. D.	3.00

CRISS CROSS ALITE	$ 5.00
CHAMPS	15.00
DEALER	3.00
DROP KICK	4.00
FIVE & TEN	12.50
FIFTY-FIFTY	7.50
FIFTY GRAND	19.50
GREAT GUNS (Register)	19.50
GENCO BASEBALL	7.00
GOLDEN GATE	3.00
HI-LITE	15.00
KINGS	8.50
LINE O	10.00
LUCKY STAR	10.00
MAD CAP (Battery)	27.50

MANHATTAN	$ 5.00
MAD CAP (Power Pack)	30.00
MAJOR LEAGUE, SR	5.00
NEIGHBORS	7.50
PAR GOLF	7.50
QUICKSILVER	10.00
REBOUND, SR.	7.50
REBOUND, JR.	4.00
RAPID TRANSIT	7.50
RADIO STATION	4.00
REPEATER (Free Play, 1 Ball)	17.50
SCREAMO	10.00
SIGNAL, SR.	5.00
SCORE-A-LITE	6.00
SINK OR SWIM	5.00

SHOOT THE SHOOT	$10.00
SIX SIXTY SIX (Bally)	12.50
SPIT FIRE	7.50
SPOT LITE	8.50
STAR LITE	3.00
SYSTEM	17.50
TOTALITE	16.50
TIT FOR TAT	7.50
TREASURE ISLAND	5.00
THREE IN LINE	4.00
TORPEDO	15.00
TRI-A-LITE	5.00
WING LITE	8.00
WINNER (ABT Tape)	5.00
ZOOM	12.50

COUNTER GAMES

BEAT-IT (1c to 25c)	$ 7.50
BROADWAY (Dice-5c)	4.00
BIG SIX (Dice)	5.00
BELMONT, JR (Race Horse)	5.00
CAILLE PURITAN (Num. Reels-5c)	3.50
CHICAGO CLUB HOUSE (Coin Div.)	9.00
CHICAGO CLUB HOUSE (1c to 25c)	6.00
CARDINAL (Beer)	5.00
DICE-O-MATIC	5.00
EXHIBIT (21 Target)	5.00
EXHIBIT STAR 21 (1c Cig.)	5.00
FIVE JACKS (Fields-1c)	6.00
FIVE HOLE GUN TARGET (ABT-1c)	4.00

FOUR STAR	$ 5.00
GEM VENDER (Cigarette 1c)	8.50
GOAL LINE	5.00
HIGH STAKES	12.50
HORSES (Buckley 1c to 25c)	9.00
HORSE SHOES (1c to 25c)	6.00
HOLD AND DRAW	8.50
JUNIOR	4.00
KENTUCKY DERBY (Dice-5c)	3.00
KING SIX (Dice 1c to 25c)	10.00
LITTLE MERCHANT (5c)	3.00
LITTLE DUKE (New Model)	17.50

MILLS BELL BOY	$ 5.00
MAGIC BEER BARREL	3.00
NUMBER PURITAN (5c)	6.50
NEW DEAL (1c to 25c Poker)	6.00
OFFICIAL SWEEPSTAKES (Gum)	4.00
OFFICIAL SWEEPSTAKES (Plain)	3.00
PENNY PACK (1c)	10.50
PENNY BEER TARGET	3.00
PILGRIM (Poker 1c to 25c)	5.00
PURITAN VENDER (1c to 25c)	6.50
PURITAN (No Vender)	5.00
PURITAN (Buckley, 1c to 25c)	8.50

PENNY SMOKE (1c)	$ 8.50
REEL "21"	15.00
RITHMATIC	9.00
SANDY'S HORSES	10.00
SELECT-'EM (1c to 25c)	5.00
SWEET SALLY (1c to 25c)	4.00
TICKETTE (5c)	4.50
TIT-TAT-TOE (1c to 10c)	8.00
TIT-TAT-TOE (Register)	9.00
THREE JACKS (1c)	4.50
TWINS	5.00
TURF FLASH (1c to 25c)	5.00
WIN-A-PACK (Divider)	10.00

PHONOGRAPHS

CAPEHART (Non-Selective)	$ 25.00
CAPEHART (Floor Sample)	125.00
DC CONVERTERS (110 Volt. and 32 Volt.)	45.00

MILLS DANCE MASTER	$ 90.00
MILLS MODERNE (Cabinet)	125.00
MILLS TROUBADOUR	35.00

SEEBURG AUDIPHONE	$ 40.00
SEEBURG SELECTOPHONE	85.00
SEEBURG MODEL "E"	50.00
WURLITZER P-12	180.00

WURLITZER P-10	$110.00
MILLS DeLUXE	175.00
ROCKOLA No. 1	165.00
ROCKOLA No. 2	195.00

MISCELLANEOUS

BALLY ROLL	$149.00
GOLDEN ARROW (Premium Pin Game)	10.00

HOT PEANUT MACHINES (5c)	$ 1.50
HURDLE HOP	35.00
PLANETELLUS	100.00

SAFE STANDS (Mills)	$ 10.00
SAFE CABINETS (Single with Combination)	15.00

SAFE CABINETS (Double with Combination)	$ 22.50
SCALES (Mills Hiboy Porcelain 1c)	10.00

SUPPLIES

BALL GUM (half case)	$6.00
BATTERIES (case of 25)	5.00
BATTERY TESTERS	.90
COIN WRAPPERS (1c or 5, per 1,000)	.65

COLLECTION BOOKS	$..10
ELECTROPACKS (All Sizes) Write for Prices.	
MARBLES (per 100)	4.00

MINTS (per case)	$8.50
PHONO NEEDLES (Permo Points), 60c each. Lots of 10, each	.45
PHONOGRAPH RECORDS (per doz)	1.00

TICKETS (per roll)	$ 1.00
TICKETTE TICKETS (per 1,000)	1.50

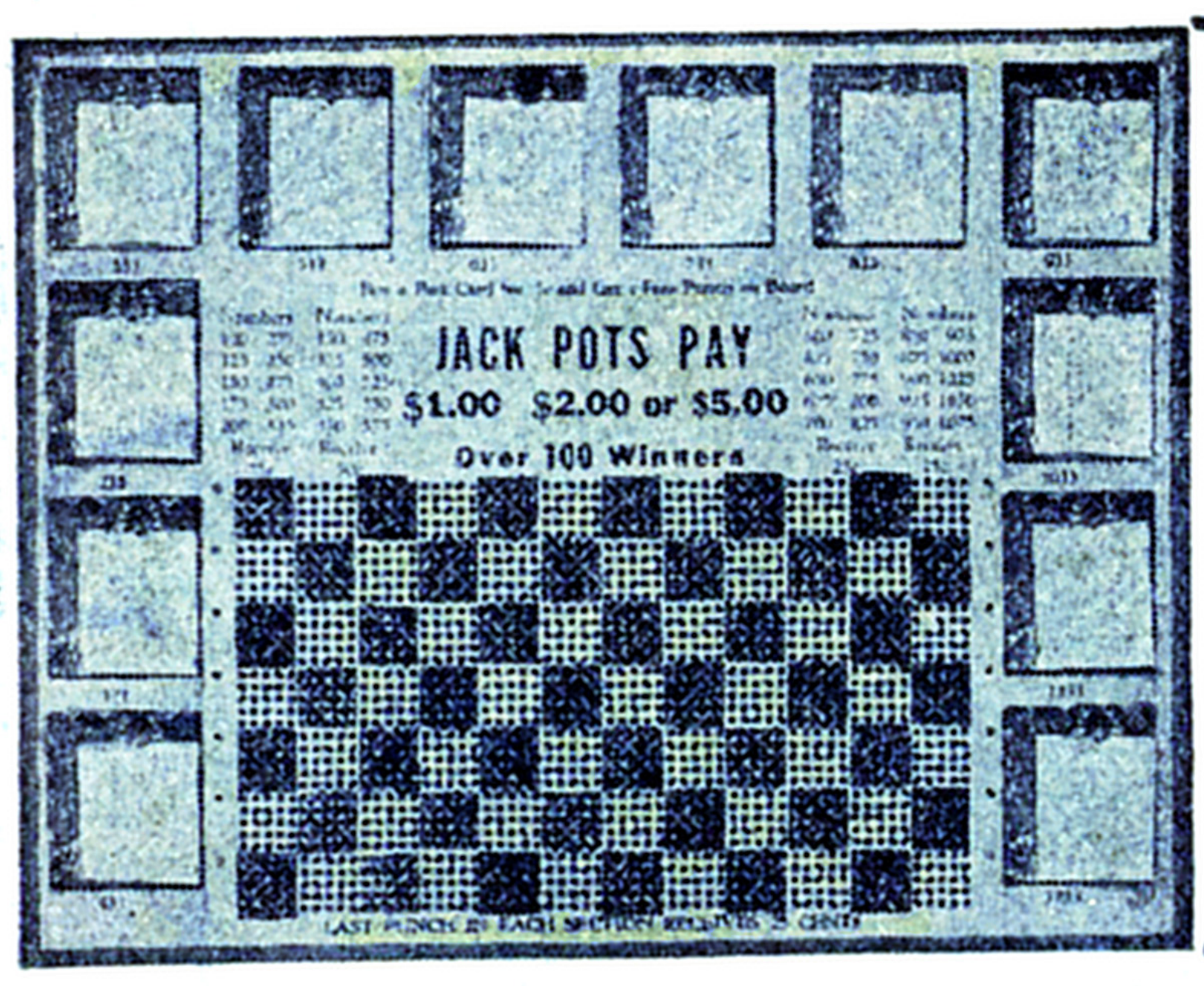
One-Third Deposit Required. State whether 1c or 5c Slot—METHOD OF SHIPMENT PREFERRED
WE WILL BUY 1 BALL AUTOMATICS, COUNTER GAMES, LATE SLOTS OR ENTIRE ROUTES.

Order Direct from Our Main Office or Any of the Following Branches:

IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.

BRANCH OFFICES: Mt. Vernon, Ill.; Newport, Ark.; 710 Buntin St., Vincennes, Ind.; 435 W. Olive St., Springfield, Mo.

FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US. CABLE ADDRESS IDEALCO, ST. LOUIS, MO., U. S. A.



SALESBOARD OPERATORS

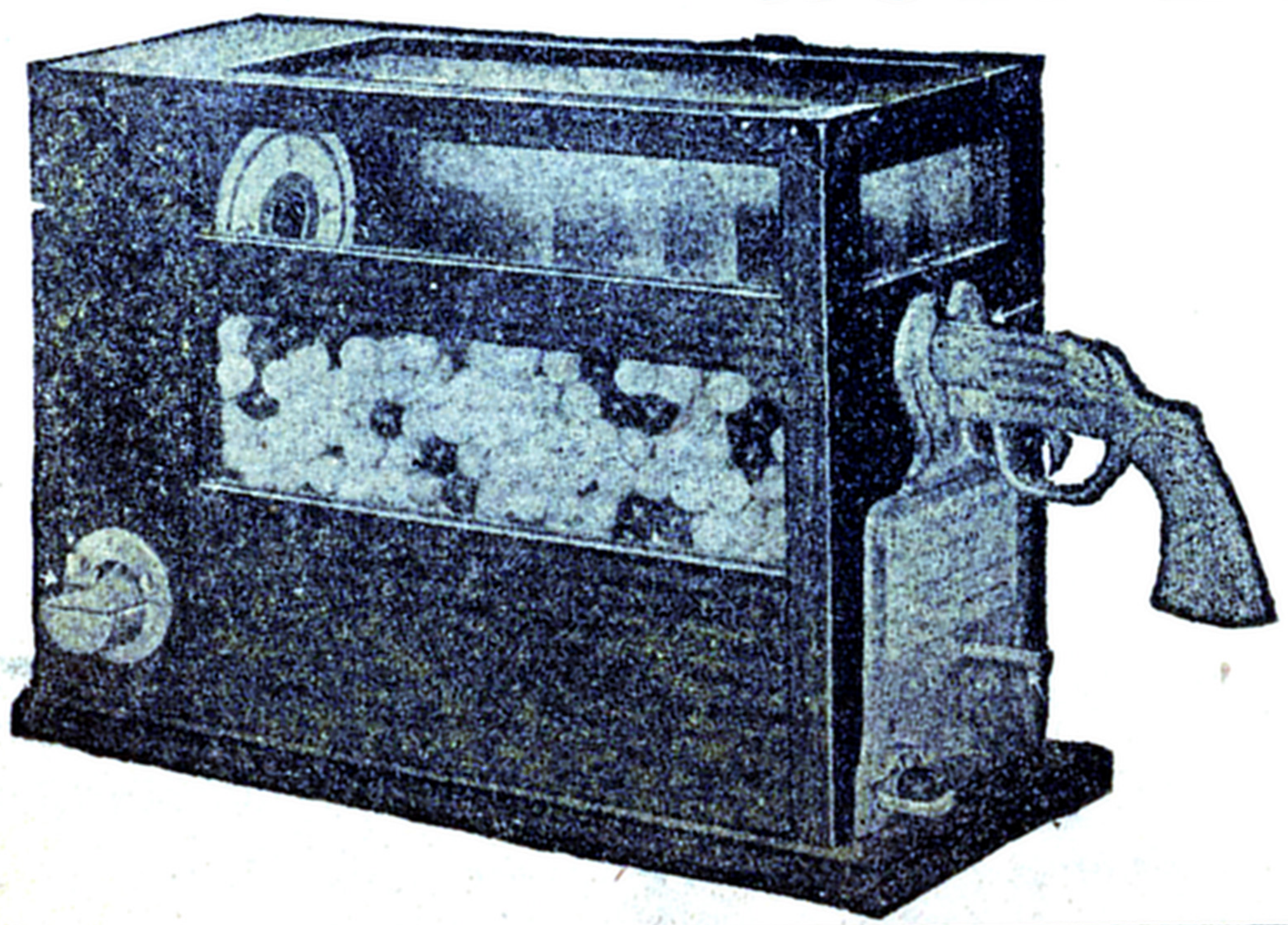
"TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in $105.00, and pays out a total of $54.50, including jack pot payout, open numbers and sectional payout.

Sample, $2.40; Lots of 5, $2.00; Lots of 10, $1.75.

H. G. PAYNE CO.
312-314 BROADWAY, Nashville, Tenn.

HOLD THAT LOCATION!



With one of the most attractive and efficient venders ever put on the market. Simple mechanism, no costly service calls.

Length — 19½ in.
Height — 14¾ in.
Width — 8½ in

New features throughout — has taken in over $50.00 in one week. Write today for details and prices.

SPECIALTY
MANUFACTURING CO.
Incorporated
617 W. Division St., Chicago, Ill.

BARGAIN SPOT
BAFFLE-BALL
$19.00

TERMS: 1/3 Deposit, Bal. C. O D., F O. B. Chicago.

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	
Daily Races (Mystery)	$69.00
Daily Races (Multiple)	42.50
Challenger	65.00
Fence Buster	62.00
Multiple	60.00
Bally Derby	53.00
Round Up	49.50
Pamco Chase	49.50
Bonus	49.00
Peerless	49.00
Hialeah	49.00
Credit	45.00
Ten Grand	44.00
Sunshine Baseball	42.50
Sky High	42.50
Alamo	38.00
Brokers Tip	38.00

Double Header	35.00
Sunshine Derby	35.00
Jumbo	34.00
Golden Harvest	32.50
Prospector	25.00
Mammoth	25.00
Aces	22.00
Centennial Ace	21.00
Big Five Sr. 2 or 5 balls.	21.00
Big Five, Jr. (Free play)	19.00
Stampede	18.00
Big Shot	17.00
Treasure Ship	15.00
Gold Rush	14.50
Plus & Minus	14.00
Do or Don't	13.00
Caricoca	13.00

Put 'N' Take	12.00
Sportsman (visibls coin chute)	11.00
Rapid Fire	9.00
PIN GAMES	
Cheer Leader	$10.00
Ball Fan	1000
Five & Ten	9.00
Screamo	8.50
Rapid Transit	8.00
Home Stretch	8.00
Big Game	7.50
Spit Fire	7.00
Kings	7.00
Pippin	7.00
Signal	5.00
King of the Turf	5.00
Gridiron	5.00
Scorelite	5.00

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

First With the Latest New Games—Get Your Name on Our Mailing List.

WANTED FOR CASH

MILLS BLUE FRONTS AND EXTRAORDINARY MYSTERIES. WAR EAGLES, (20 Stop Reels) AND JENNINGS CHIEFS IN 5c and 10c PLAY. ALSO LATE MODEL Q. T'S. IN 1c and 5c PLAY.

We will also take any of the above type Slots in Trade on any of the following: Wurlitzer P-10 Phonographs (like new); Bally Reliance (5c) Floor Samples; Seeburg's Grand Champion (late models, Automatic payout); Harmony Bells and Star Electric Hoists.

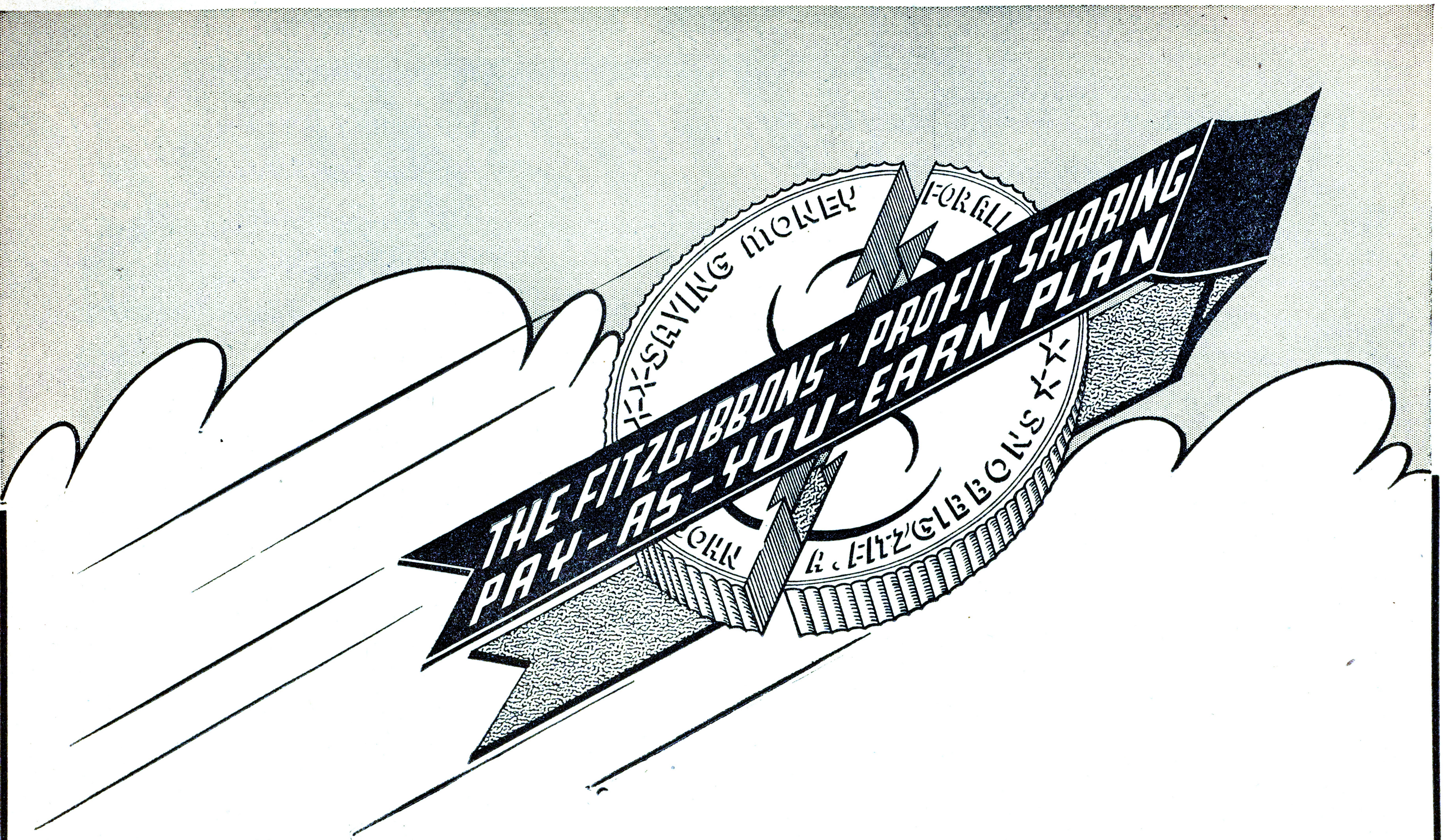
WE CAN ALSO GIVE YOU IMMEDIATE DELIVERY AT FACTORY PRICES ON MILLS AND JENNINGS NEW LATE MODEL SLOTS.

When writing, give full particulars such as Serial Numbers, type of machines and rock bottom prices. In cases where quantity lots are for sale, after giving us the above information, we will send our representative to close the deal.

IT WILL PAY YOU TO GET ON OUR MAILING LIST, AND WHEN IN OUR CITY, PAY US A VISIT, AND MAKE OUR OFFICE YOUR HEADQUARTERS.

BAUM NOVELTY CO.

2012 Ann Ave.,
Phone: Grand 7499
St. Louis, Mo.



A NEW PLAN THAT BRINGS YOU A SHARE IN JOHN A. FITZGIBBONS' PROFITS AND EASY CREDIT BUYING THAT YOU "PAY-AS-YOU-EARN"

It's already creating a SENSATION among operators! John A. Fitzgibbons brings you the GREATEST and MOST PROGRESSIVE plans in the entire history of the coin machine industry!

The Fitzgibbons' "PROFIT-SHARING PLAN" gives you a FREE certificate valued at $1.00 in return for every $50 purchase you make. These certificates are redeemable at either Fitzgibbons' office or through your local jobber, for the most beautiful, HIGHEST KNOWN QUALITY, FREE GIFTS in all merchandise history!

Here are a few of the kind of gifts being GIVEN AWAY FREE as your share in John A. Fitzgibbons' profits—Philco Radios—Westinghouse Electric Sets—Waltham 17-Jewel Wrist Watches—Special Lighter and Tray Set featured by Tiffany & Co., world famous jewelers—Stanley Tools—Royal Portable Typewriter—Wm. Rogers silverware—the nationally famous Cellarette Bar—and many, many others too numerous to mention here.

Plus this "PROFIT-SHARING PLAN" which quickly brings you these FREE GIFTS—John A. Fitzgibbons also presents a NEW, GREAT, HISTORY-MAKING CREDIT PLAN that allows you to buy all the equipment you need at current market prices and "PAY-AS-YOU-EARN."

These are the two greatest plans ever presented to operators and jobbers! They are READY NOW! Complete details are in the NEW issue of "THE BALLY COIN CHUTE"—WRITE FOR YOUR FREE COPY NOW!

FREE TO ALL WHO ANSWER THIS AD-ONE FITZGIBBONS' PROFIT SHARING CERTIFICATE — WORTH $1.00 ON OUR NEW PLAN! WRITE NOW!

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47TH STREET, NEW YORK, OR 362 MULBERRY ST., NEWARK, N.J.

Daval Launches Sequence Game

CHICAGO, Nov. 21.—Daval Manufacturing Company has added a new game to a long sequence of successful machines, and as a kind of coincidence the new game is to be called Sequence. It is a non-payout pinball game.

It is said to incorporate all the important features of previous novelty games, with new features added which bid for greater success than any previous development. New game uses the principle of the sequence of lights, so arranged that every hole on the playing board has a corresponding light on the backboard.

Officials of the firm describe the game and its playing features by saying that "any ball entering one of the holes on the playing board, after the insertion of a coin, will light a corresponding number on the light-up backboard. The idea of the game is for the player to attempt to make three or more numbers in a consecutive row, or in sequence, for a reward.

"He has five balls with which to accomplish this purpose. The sequences range in any fashion, as for example, 1-2-3 or 2-3-4 or 3-4-5 or in like fashion for four or five numbers made in sequence, such as 1-2-3-4 or 3-4-5-6-7, etc.

"There is also a special honor sequence with accompanying special odds arranged on the light-up backboard where the player can try for extra points. This special sequence and accompanying odds can be changed automatically by the player. Three numbers appear after the insertion of the coin with a corresponding number showing just how many points will be awarded for completing this special honor sequence.

"There is also an opportunity for the player, while shooting, to have the ball go over a roll-over contact switch which will instantly change the special sequnece and the award of the special sequence. This is an automatic odds changer.

"There is a great deal of thrill in the game, with the player attempting to keep away from this teasing roll-over contact when he feels he has a high reward, or when he feels he would like to have one of the balls go over the contact switch to change the award to a higher mark, or the special sequence to one easier to make because it contains one or more numbers already made.

"The suspense is in the fact that by going over the switch the player may decrease the number of points instead of increasing. Many other features are also shown. There is a double chance in this game from every direction.

"The game is housed in our neo-classic cabinet, with side-mount legs and the latest ideas in manufacture of pin games which have reached the acme of perfection. The operator who buys the pin games of today doesn't even have to carry a screwdriver any more, that is how perfect they have become over the years of manufacturing experience which we have undergone.

"Like our other pin game hits, Sequence is guaranteed mechanically perfect. It is the most attractively designed game which can be found. It is correctly pinned to meet with the operators' needs. It incorporates all the features of our many other hits of the year, and adds many which haven't been as yet introduced to the industry.

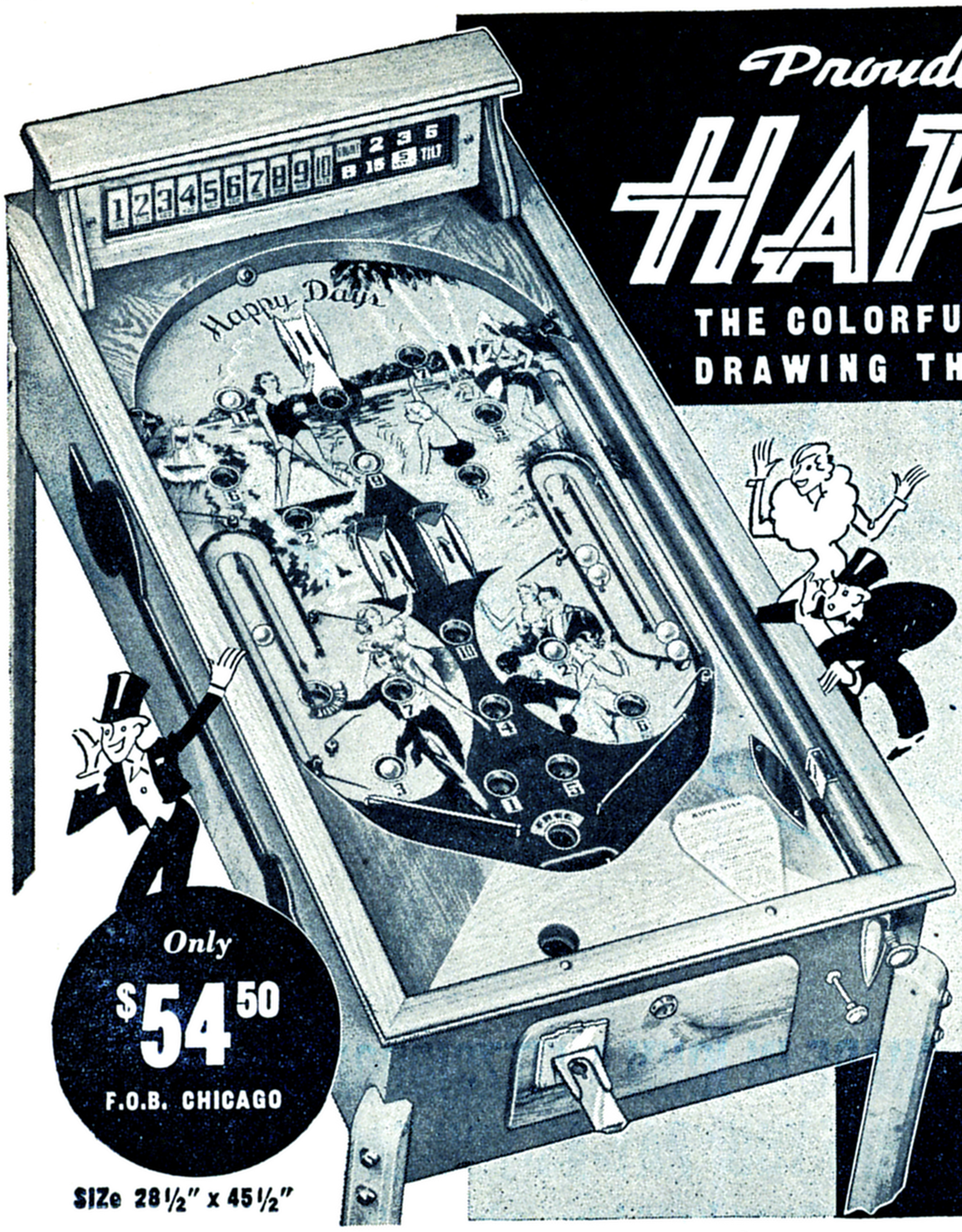
"We feel certain that Sequence will be one of those pin games that will live for many, many months to come. And that it will bring profits for every day it is in operation."

Shortage of Used Games Is Reported by Jobbers

NEW YORK, Nov. 21—Jobbing trade here reports difficulty in getting enough used games to supply the demand for such machines to be shipped overseas.

Foreign market demands low-priced equipment and since the increase in price of the modern pin game has turned toward used games more than ever. A large business has been enjoyed by many leaders here due to this change. Now with the used games hard to obtain at low prices the market has fallen tremendously in general sales to foreign ports.

Tho some of the firms still continue to do a fair business, it does not equal that which was formerly enjoyed. It is believed that business will soon pick up with more novelty games on the market, creating trade-ins for the new equipment.



Proudly, Genco Presents

HAPPY DAYS

THE COLORFUL NEW 6-BALL SKILL GAME THAT'S DRAWING THEM IN WITH THE SENSATIONAL

"Change Your Luck" Feature

A brilliant novel idea that sustains interest and encourages the player. At any time, he can "change his luck" by playing the shot over the unique CHANGE bridge—a new combination to be "made" flashes on, and the play gains an entire "new deal".

GENCO SMASH HIT!

Six ball straight table with all the thrills of an automatic payout—legal everywhere!

Lighted score-board shows numbers to be made and gives pay-off odds.

Sturdily and beautifully constructed of magnificently finished blond woods.

Flashing tilt indicator and visible slug-proof coin chute protect you against fraud.

3 MEANS A CROWD!

Three Dramatic HAPPY DAYS features that "pulled 'em in" on tests.
1. Player can change numbers he has to "make" by playing CHANGE bridge.
2. Three BONUS holes—add to the payout.
3. DOUBLE PAY kicker—doubles the winnings.

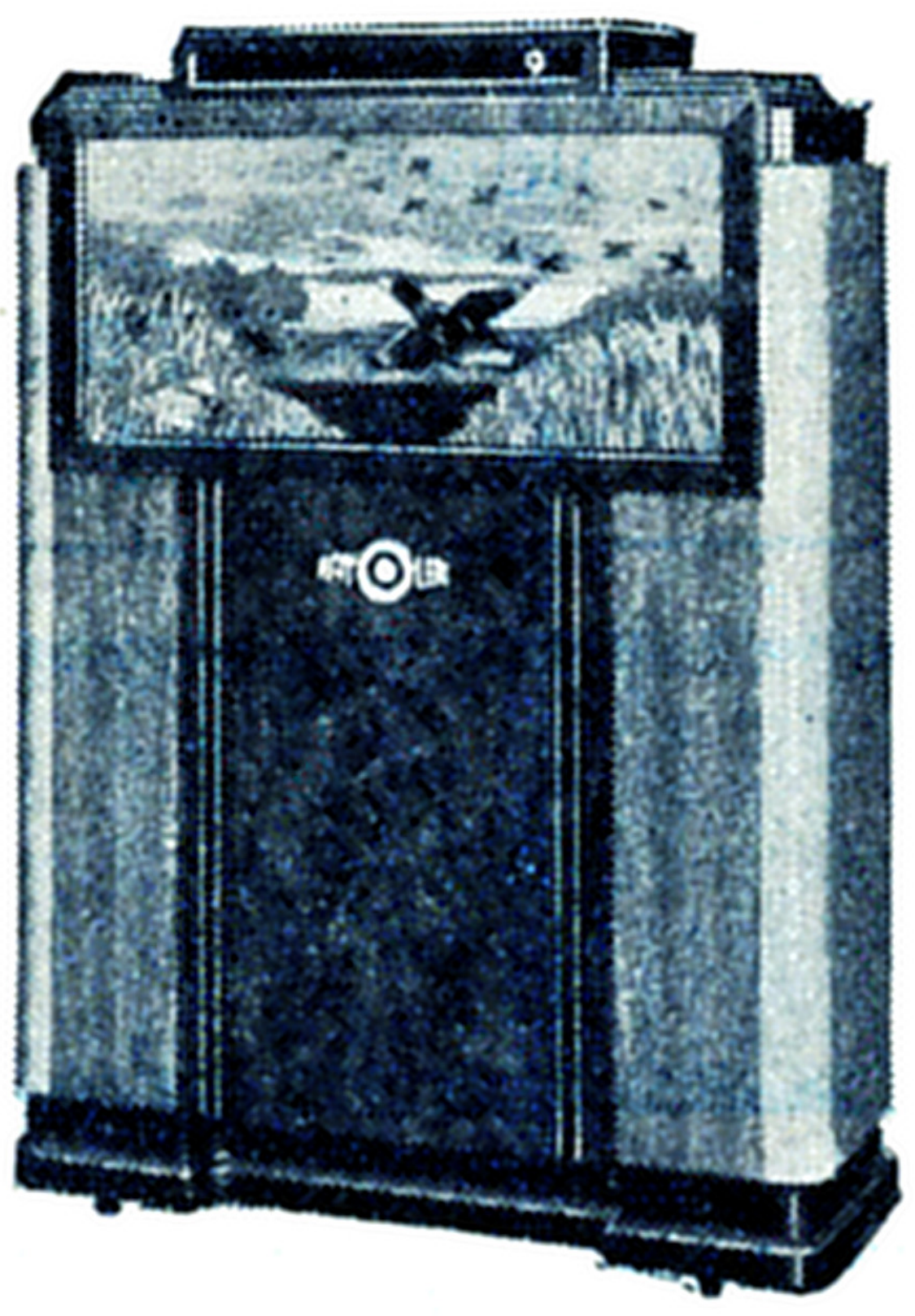
TRIED AND TESTED A PROVED WINNER!

Flash! Single sample sent to New York Distributor brings two carload orders within 48 hours!
Hop on the Bigger Profits Bandwagon to Happy Days

Only $54^{50}
F.O.B. CHICAGO

SIZe 28½" x 45½"

GENCO INC.
2621 N. Ashland Ave.
Chicago, Ill.



IMMEDIATE DELIVERY GUARANTEED

RAY-O-LITE

No stalling! No Bunk! No Promises! IMMEDIATE DELIVERY GUARANTEED on the greatest and BEST ray range of them all! The ONLY ray rifle that has been PROVED PERFECT over a long period of time ON LOCATION! RAY-O-LITE is breaking earning records EVERYWHERE in the country! RUSH YOUR ORDER FOR RAY-O-LITE NOW—EASY TERMS TO RESPONSIBLE PARTIES! DO IT NOW!

IT PAYS TO DEAL WITH ROYAL

EXCLUSIVE DISTRIBUTORS For
PACE'S RACES
CHICAGO COIN CORP.—SWEET "21"—ROLA SCORE
NORTHWESTERN MERCHANDISERS
J. P. SEEBURG CORP.—RAY-O-LITE
O. K. BALL GUM VENDOR
WURLITZER SKEE BALL
DAVAL MFG. CO.—REEL DICE—REEL "21"—RACES
GOTTLIEB'S PAY TABLES WITH HAMMOND CLOCK
NATIONAL CHICLE CO.—BALL GUM
WRITE FOR LOWEST PRICES!

BEFORE YOU BUY ANY GAME—WRITE—WIRE—OR CALL ROYAL FIRST—FOR REAL SERVICE!

ROYAL DISTRIBUTORS, Inc.
1125 BROAD ST. (Tel: BIgelow 3-3508) NEWARK, N. J.

Sales Plans Told At Opening Party

NEW YORK, Nov. 21.—John A. Fitzgibbons announced two sales plans at the formal celebration of the opening of the new office in Newark. The branch is housed in the Fitzgibbons Building there and is reported to be attracting operators and visitors from a wide area in this territory.

The first plan to capture the fancy of the operators is the profit-sharing award certificates. These certificates are valued at $1 and are given by the firm with every purchase of $50. In short, as Fitzgibbons explained, "if an operator purchases $150 worth of equipment he receives three of the certificates. The certificates are redeemable by the operators for beautiful merchandise gifts. They can be redeemed thru any of our offices or thru any local jobber.

"The most beautiful array of merchandise ever assembled in the annals of premium history is what one leading merchandise manufacturer stated when he saw the gifts. They range from Philco radios to Waltham watches, Stanley tools, Royal typewriters, jewelry, and even to such an exclusive item as a desk-lighter set which was formerly manufactured by Tiffany & Company, world-famous jewelers.

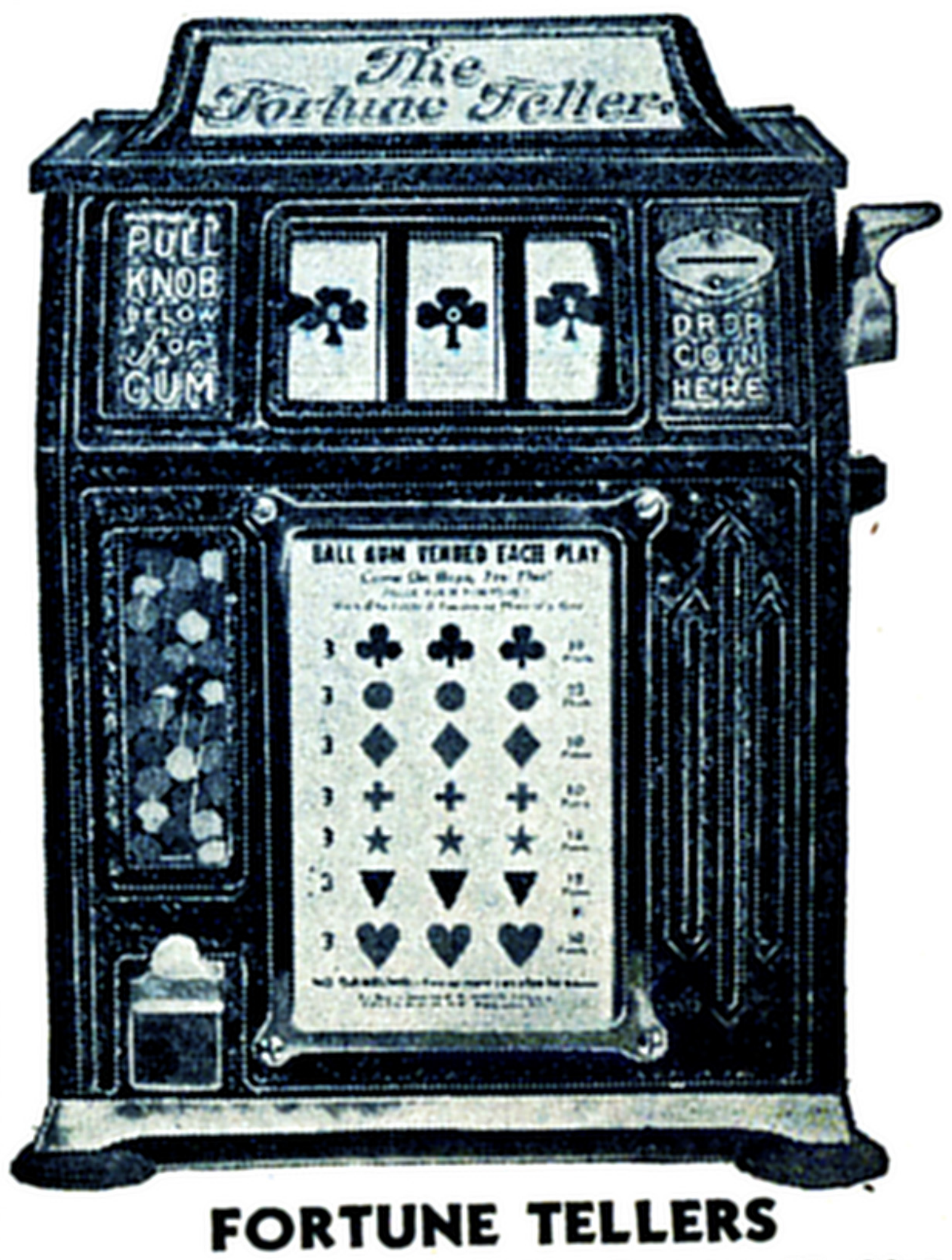
"These items are not known to the premium industry. They rank with the finest nationally known merchandise. Every item in the selection is the choice of well-known merchandise men who have been long acquainted with the field and who were especially employed to prepare an assortment of items never before seen in any premium offer.

"The other plan which also captured the attention of operators is the new credit arrangement of the firm that lets the operators pay for the machines they buy on a very easy pay-as-you-earn basis. It is believed here that this is the only plan of its kind in the industry and that it ushers in a new era for credit purchasing.

"Salesmen for the firm have already announced the plan in many of the States they travel and it has brought crowds of operators to our offices here. Operators say that this plan is the only one they know of wherein the operator is given the opportunity of getting the merchandise he needs and yet not ruining himself financially to pay for this equipment."

Pardon, Mr. Wurlitzer!

In reporting the Wurlitzer good-will party held in Atlanta November 13 in last issue it was erroneously stated that "Wurlitzer is going to imitate anybody." It should have read: "Wurlitzer is NOT going to imitate anybody." Slip-up was caused by the press-time rush in the composing room.



MAKE YOUR FORTUNE WITH

FORTUNE TELLERS

Slot Machine Profits With Counter Machine. Nothing Like It. Plays 1c-5c-10c and 25c. Legal Everywhere. Last Coin Visible. Can Be Operated as Sales Stimulator for Candy—Cigarettes—Beer or Merchandise.

Price $19.50—10% Government Tax Paid

Less 5% for cash with order. Money refunded if not satisfied, less return charges, in 15 days.

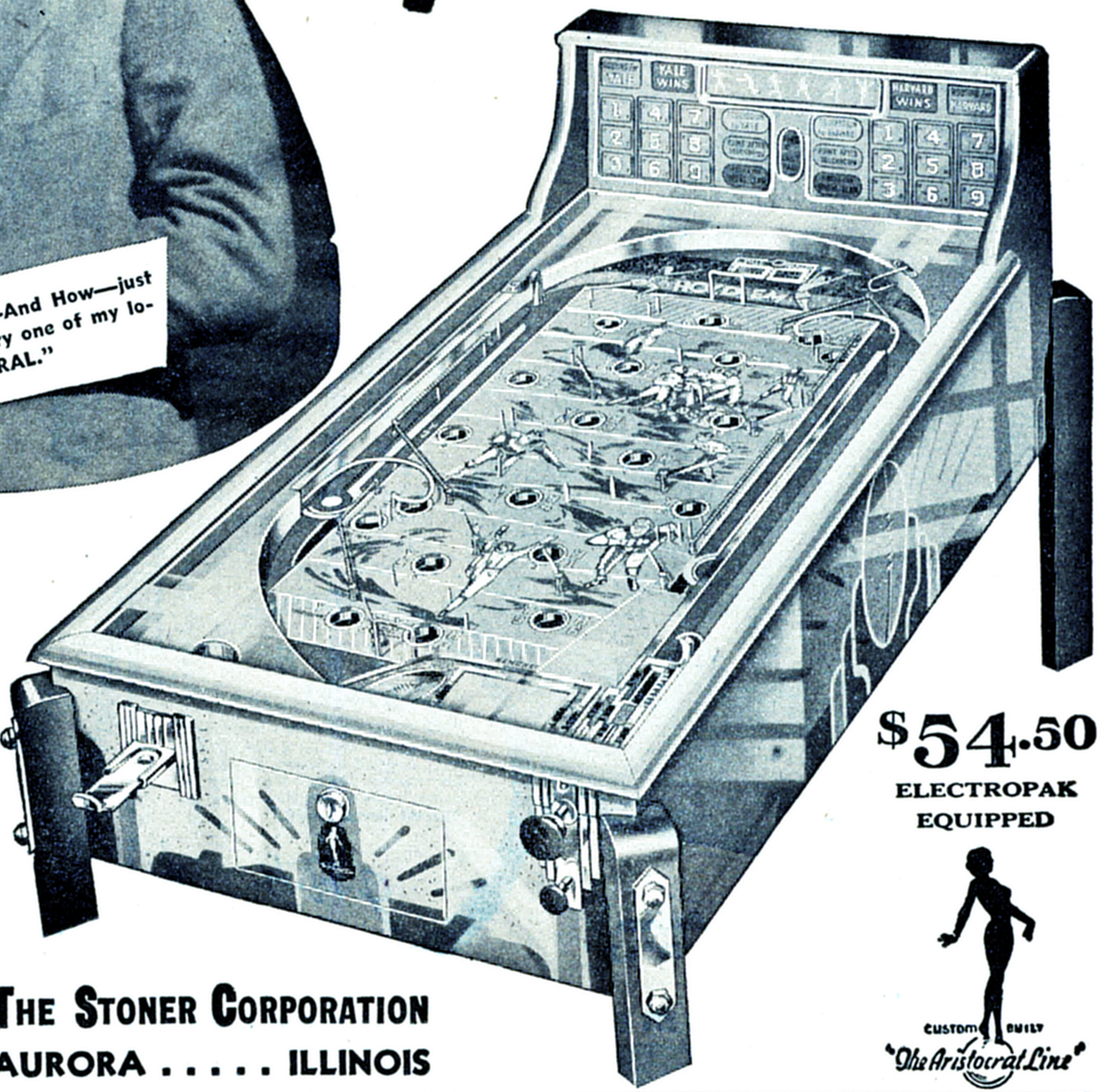
SEND YOUR ORDER NOW.

Start a Route of These Machines and Make $200.00 a Week. They Stay on Location.

PARDUE NOVELTY CO.
5226 Dorchester Ave., Chicago, Ill.

"Say, Bill, did you hear about STONER'S Swell new game called HOLD 'EM?"
"Did I hear about it!—And How—just placed an order for every one of my locations. IT'S A NATURAL."

"Hold 'em"



Stoner's new "HOLD 'EM" is a game that needs no fancy language to capture an operator's favor. The first time you see it you instinctively **know** it has "what it takes" to make collection night a happy event.

HOLD 'EM is a Double-Profit game. The ONLY football game we know of that takes in **two nickels instead of one.** Here's a way to **Double** your location earnings . . . to bring those sub-standard spots into line with your best ones.

Beautiful Custom Built Cabinet Trimmed in Chromium

★ ★

Lift Out Playing Field for Easy Servicing

★

Simple Scoring Principle Everyone Can Understand

$54.50
ELECTROPAK EQUIPPED

STONER

THE STONER CORPORATION
AURORA . . . . . ILLINOIS

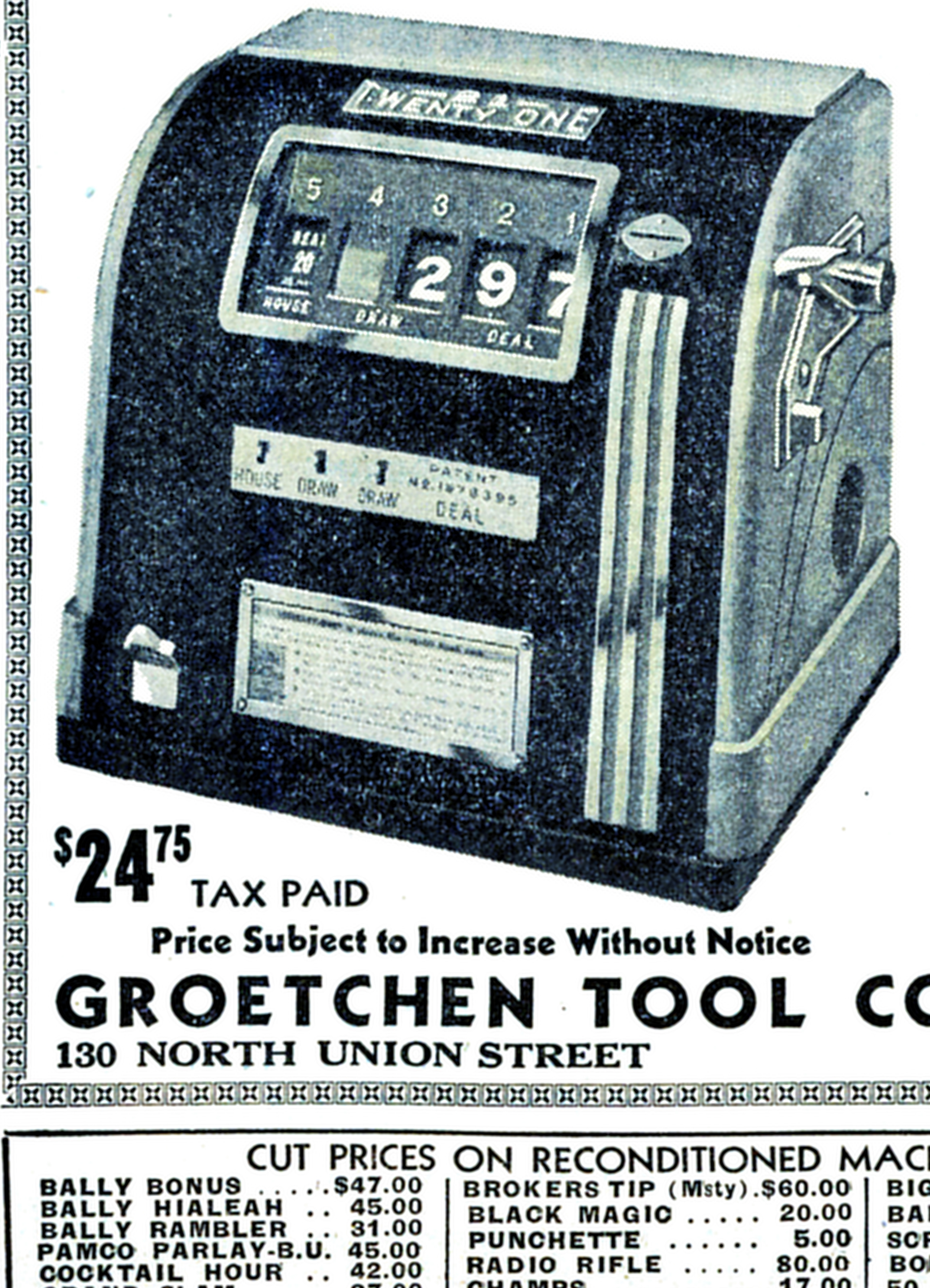
CUSTOM BUILT
"The Aristocrat Line"

IF STONER *makes it* ATLAS *sells it*

HOLD 'EM
STONER'S **New 8-Ball Novelty Game**
Ready for Delivery
TURF CHAMPS STILL GOING STRONG.

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

TWENTY ONE BLACK JACK a *De Luxe Game*



of elegant appearance with high profit potency. Earnings surpass all records ever established. Holds up under prolonged play.

Remarkably silent performance is indicative of its precision built mechanism.

Run it on "bright spots" without attracting unwonted attention.

Cheat-proof construction foils all chiselers.

For larger NET profits choose Groetchen's De Luxe "21" in th natural wood Cabine

$24.75 TAX PAID

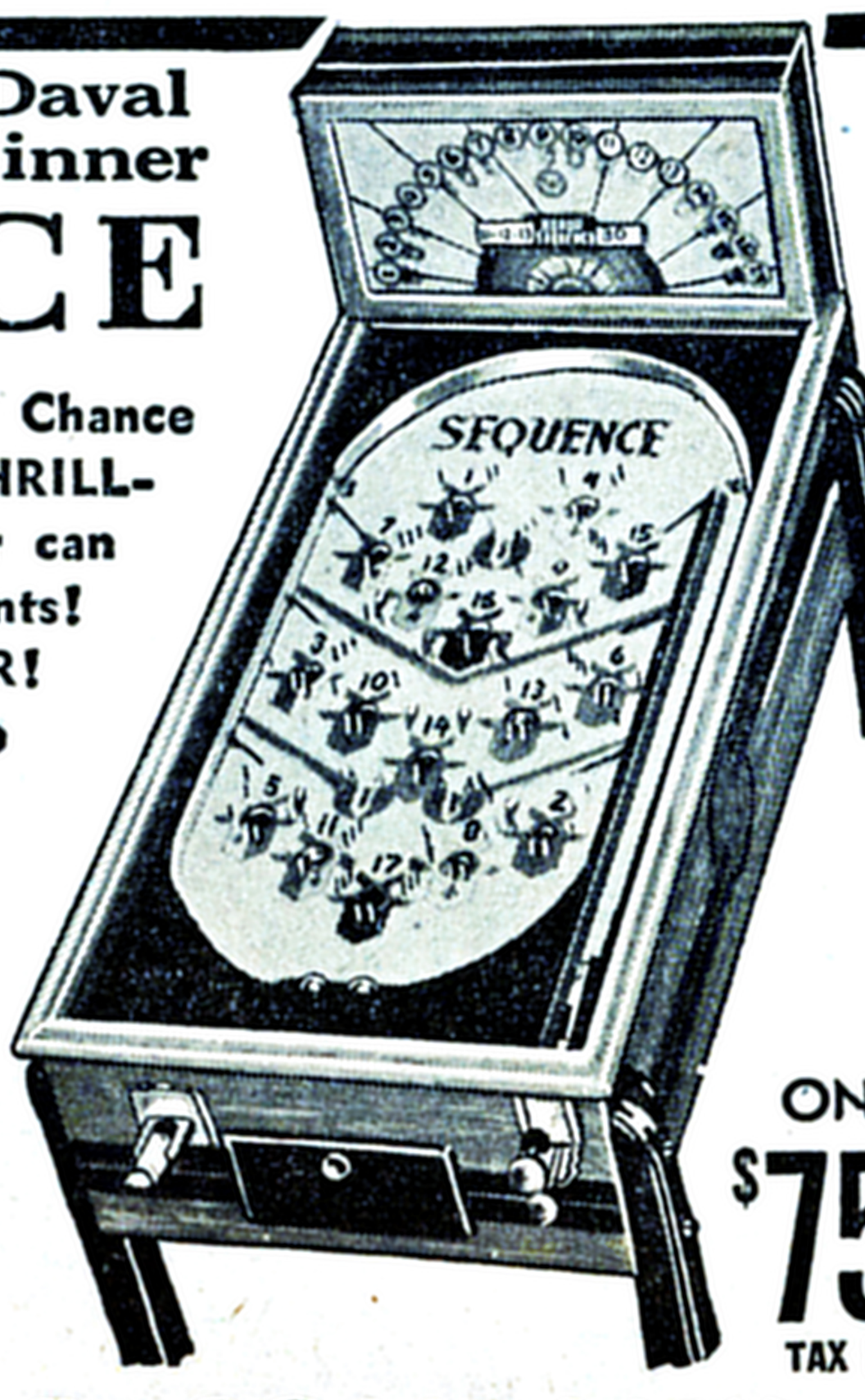
Price Subject to Increase Without Notice

GROETCHEN TOOL COMPANY

130 NORTH UNION STREET CHICAGO

Another Sensational Daval Non-Payout 5-Ball Winner

SEQUENCE



With CHANGING ODDS! Double Chance for player! "LIVE" ACTION! THRILLING Last Ball SUSPENSE! Player can set OWN ODDS! Every Ball counts! BEAUTIFUL! DIFFERENT! BETTER! A BIG HIT! Rush Your Order to LAZAR TODAY!

AND A SENSATIONAL NEW DAVAL COUNTER GAME
REEL DICE
ONLY $18.75 TAX PAID

ONLY $75.50 TAX PAID

B. D. LAZAR COMPANY

- 1340 FORBES ST. PITTSBURGH, PA.
- 119 PENN ST. READING, PA.
- 136 FRANKLIN AVE. SCRANTON, PA.

CUT PRICES ON RECONDITIONED MACHINES

BALLY BONUS	$47.00	BROKERS TIP (Msty)	$60.00	BIG LEAGUER	$12.00
BALLY HIALEAH	45.00	BLACK MAGIC	20.00	BANKER	10.00
BALLY RAMBLER	31.00	PUNCHETTE	5.00	SCREAMO	7.00
PAMCO PARLAY-B.U.	45.00	RADIO RIFLE	80.00	BOMBER	14.00
COCKTAIL HOUR	42.00	CHAMPS	17.00	50 GRAND	17.50
GRAND SLAM	37.00	TOTALITE-REGISTER	18.50	SCOTTY	20.00
HOLLYWOOD	25.00	DITTO	11.00	ZENITH	18.00
MONARCH with J.P.	16.00				

Write For Our List of Close-Out Machines $1 and Up. 1/3 Deposit, Balance C. O. D.

ISETTS COIN MACHINE CO. 6822 Sheridan Rd., Kenosha, Wis.

TAKE THIS TO YOUR JOBBER *for a* 7 Day Trial

NO QUESTIONS ASKED—MONEY BACK IF NOT SATISFIED COMPLETELY WITH SWEET '21' IN 7 DAYS!

SWEET '21

1 SHOT ODDS CHANGING PAYOUT—BIG 1¼" STEEL BALL—GIANT CUP SIZE HOLES LOOK EASY TO MAKE!

See it! Play it! You'll instantly see why operators are reporting sensational profits. In 1, 2 or 5 ball models.

J. R. H. (NEBRASKA) *says:*

> "My Sweet '21 games have been averaging over $20 a day net for me. Beyond a doubt, the greatest money maker I've had in years. Send me five more by express immediately."
>
> J.R.H.

DeLuxe Size 56" x 26"

$149.50 * F. O. B. Chicago

No charge for chesk Separator. $10 extra for the ticket model.

Immediate Delivery!

THE 9FOOT ROLA-SCORE

IS OUTSELLING ALL OTHER MAKES OF ITS SIZE—FIVE TO ONE! *There must be a Reason!*

Rola Score
9 Ft.

Earning more money—Trouble-free operation—A size easily moved from one spot to another . . .

Operate two bowling games for the price of one. The low first cost of ROLA-SCORE combined with its more desirable features makes it the best of all bowling games to operate.

Coming!

A SPARKLING, ENTIRELY NEW DEPARTURE IN NOVELTY GAMES .... AN IDEA THAT DOES AWAY WITH THE OLD WORN OUT "PLAYING HOLES" PRINCIPLE!

$179.50 F. O. B. Chicago

Immediate Delivery

CHICAGO COIN Corporation

1725 W. DIVERSEY BOULEVARD · CHICAGO, ILL.

ATLAS GAMES *MUST* BE OK OR YOUR MONEY REFUNDED

Personal Service

SPECIAL

Rambler, Ticket. Brand new, in original cases	$42.50
Rambler, Cash Payout. Brand New	39.50
Rebuilt Golden Harvest, 10-Ball Payout	27.50

RECONDITIONED GAMES SALE!

REBUILT BARGAINS

HOLLYWOOD	$27.50
BIG 5 SR.	30.00
BONUS	49.50
DAILY DOUBLE SR.	28.00
DOUBLE UP	32.50
PINCH HITTER	45.00
SUNSHINE DERBY	39.50
PUT 'N' TAKE	11.95
DE LUXE 46	33.00
ELECTRIC EYE, Cash Payout	55.00
GIANT	24.50
HIT IT	39.50
MAMMOTH	30.00

FLOOR SAMPLES

CHALLENGER	$97.00
QUEEN MARY	77.00
PARAGON	67.50
SNOOKER	50.00
NATURAL	59.50

WRITE FOR PRICES ON 350 OTHER REBUILT PAY TABLES—GUARANTEED TO BE MECHANICALLY O.K.

ATLAS PERSONAL SERVICE RE-ASSURES YOU

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE.,
CHICAGO, ILL.

1901 FIFTH AVE.
PITTSBURGH, PA.

QUICK PROFITS!

With These FAST Sellers!
TALLY-HO CANDY DEAL

COSTS YOU **$6.45**

You get a flashy 400 hole Tally-Ho Salesboard—3 5-lb. boxes of High-Grade Tally-Ho quality chocolates—12 1-lb. boxes of High-Grade quality chocolates.

TAKES IN **$18.00**

last punch in each section is FREE, making total of 40 free punches, and giving added appeal that sells board in record time.

YOU GET **$11.45** CLEAR PROFIT

TERMS: ¼ Deposit With Order, Balance C. O. D.

RADIO DEAL

Tune in C-A-S-H with this deal
Complete deal radio and push card

Costs You **$8.95**

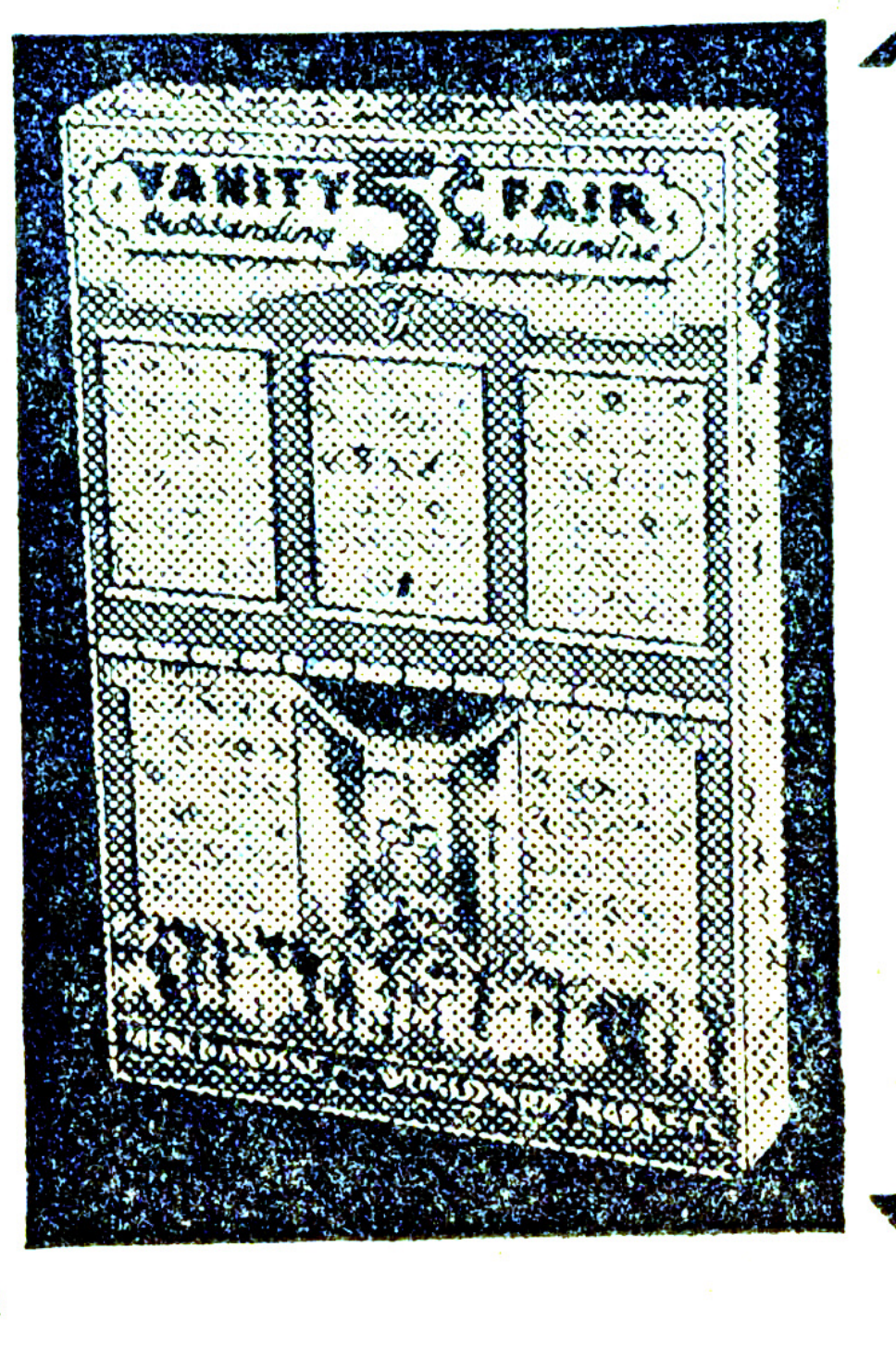
Takes in **$20.65**

$16.95 VALUE MONARCH 5-TUBE AC-DC. RCA LICENSED SET.

- Dynamic Speaker.
- Airplane Dial.
- Get standard broadcasts, police calls and amateur stations.

YOU GET **$11.70** CLEAR PROFIT

NATIONAL SALES & NOVELTY CO.
1407 Diversey Pkwy., Chicago, Ill.



YOUR BIG OPPORTUNITY!!

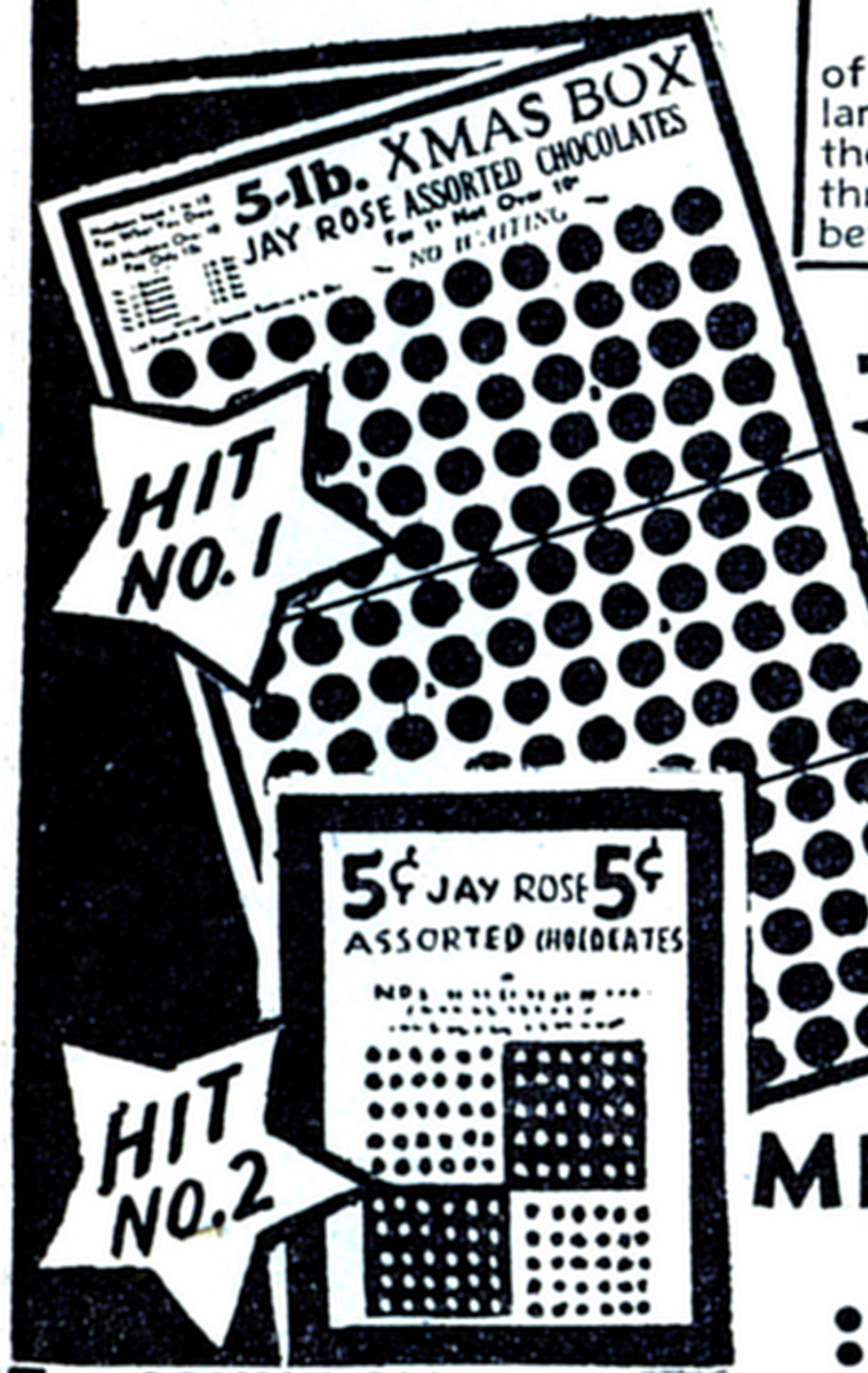
VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Shelving in back of cabinet holds 150 individually packed boxes. Each 5c pull receives a boxed article. NO BLANKS. Sells to dealer for **$5.00 per Display.** Dealer takes in $7.50. Regular quantity prices to Jobber $3.75, but we will close out limited quantity for **$2.50 per Cabinet,** F. O. B. Kansas City, Mo. Each display in individual shipping container. THIS IS A REAL BUY and your big opportunity for quick profits. This price far below production cost. They won't last long. SEND YOUR ORDER AND DEPOSIT TODAY. Give shipping instructions. IMMEDIATE SHIPMENTS. Shipping weight, 15 pounds per Cabinet. Price above in lots of **10 or more.**

GORDON-HOWARD COMPANY
8th and Baltimore Streets, KANSAS CITY, MO.

YOU WANT **BIG PROFITS!**
Well Here They
ARE

JAY ROSE TESTED DEALS

NEVER BEFORE A TESTED DEAL GUARANTEE LIKE THIS



7-Day Money-Back Guarantee
Every Jay Rose Deal is Tested on actual locations of the Ideal Novelty Company, one of the country's largest operators. All experimenting done for us by their representatives in picked locations covering three states and every type of dealer. All this is done before we offer any Jay Rose Tested Deal to you.

JUMBO CANDY DEAL

This Board Sells Candy Fast

- Plenty Eye Appeal.
- Three Attractive Colors.
- 150 Large Holes, Looks Much Less.
- No Waiting — Hit and Take.
- 1c, Not Over 15c Per Sale.
- 5 Wild Winners.
- Last Punch in Each Section Wins.
- 8 Winners in All.
- Entire Board Sells.

Eight 5-Lb. Christmas Boxes (40 Lbs.) of High-Grade Assorted Chocolates in Attractive Cellophane Wraps, Complete With Jumbo Board.

COSTS YOU **$6.55** TAKES IN **$21.45**

MIDGET CANDY DEAL

Small cost - Quick turnovcr

- Flashy 4-Section Board.
- 120 Holes—5c per Sale.
- 8 Wild Winners.
- Last Punch in Each Section Wins.
- 12 Winners in All

Twelve 1-Lb. Boxes Assorted High-Grade Chocolates, Complete With Midget Board.

COSTS YOU **$2.50** TAKES IN **$6.00**

2 QUICK ACTION BIG PROFIT DEALS

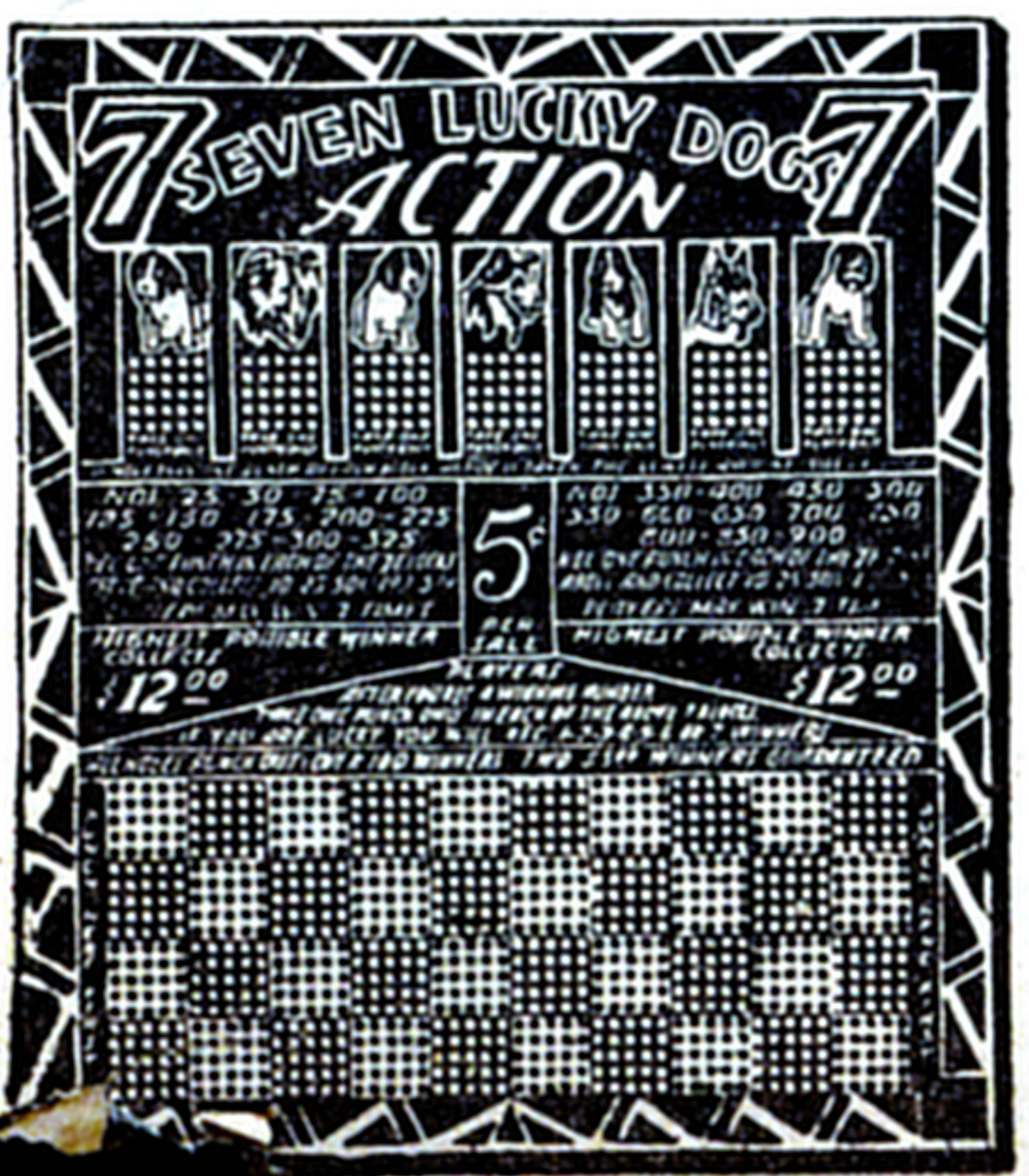
PROMPT DELIVERY
Shipped Same Day Order Is Received. TERMS: 1/3 Deposit With Order, Balance C. O. D. Reference: Dun & Bradstreet. See Our Ad on Page 108.

J. ROSE & CO.
2316 LOCUST ST.
ST. LOUIS, MO.

BUCKLEY

Invites every Jobber and Distributor in the U. S. A. to secure a sample of COMBINATION... *A 1 ball 3 reel automatic payout table ... Shipped open account for inspection and trial.*

R. S. V. P. 2160 Washington Blvd.
Chicago



ANOTHER "HOT ONE"

7 Lucky Dogs—1,000 Holes with 7 Jack Pots and all punch out with 2—$5.00 hits. Every winning number gets a punch in each one of the 7 Jack Pots, and may collect $12.00.

Takes in	$50.00
Pays out	22.00
Profit.	$28.00

Price, $1.68

"JUST OFF THE PRESS"

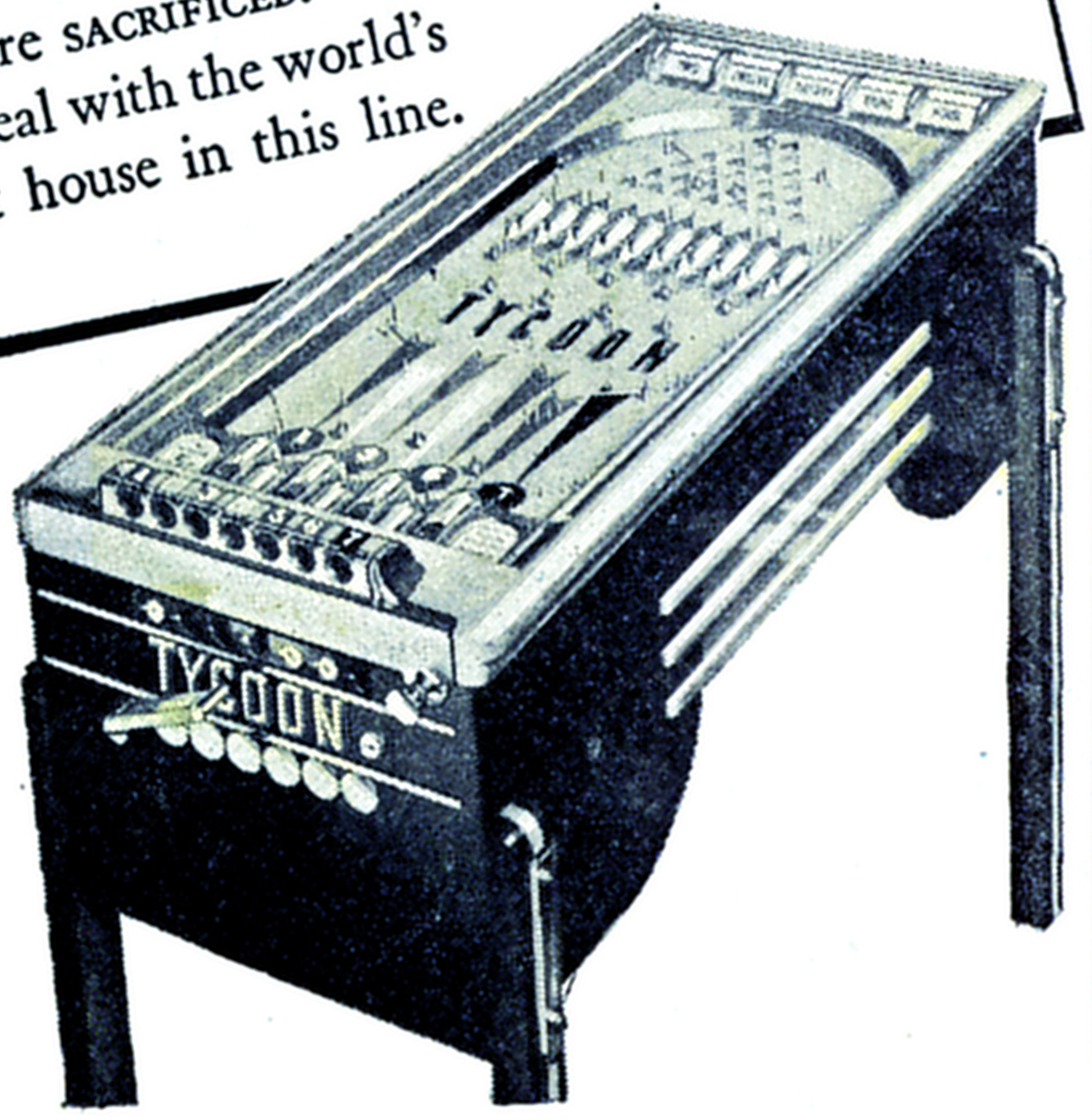
Our latest circular showing our newest numbers at new low prices. Write for a copy.

AJAX MANUFACTURING CO.
119-125 N. Fourth St., PHILADELPHIA, PA.

---

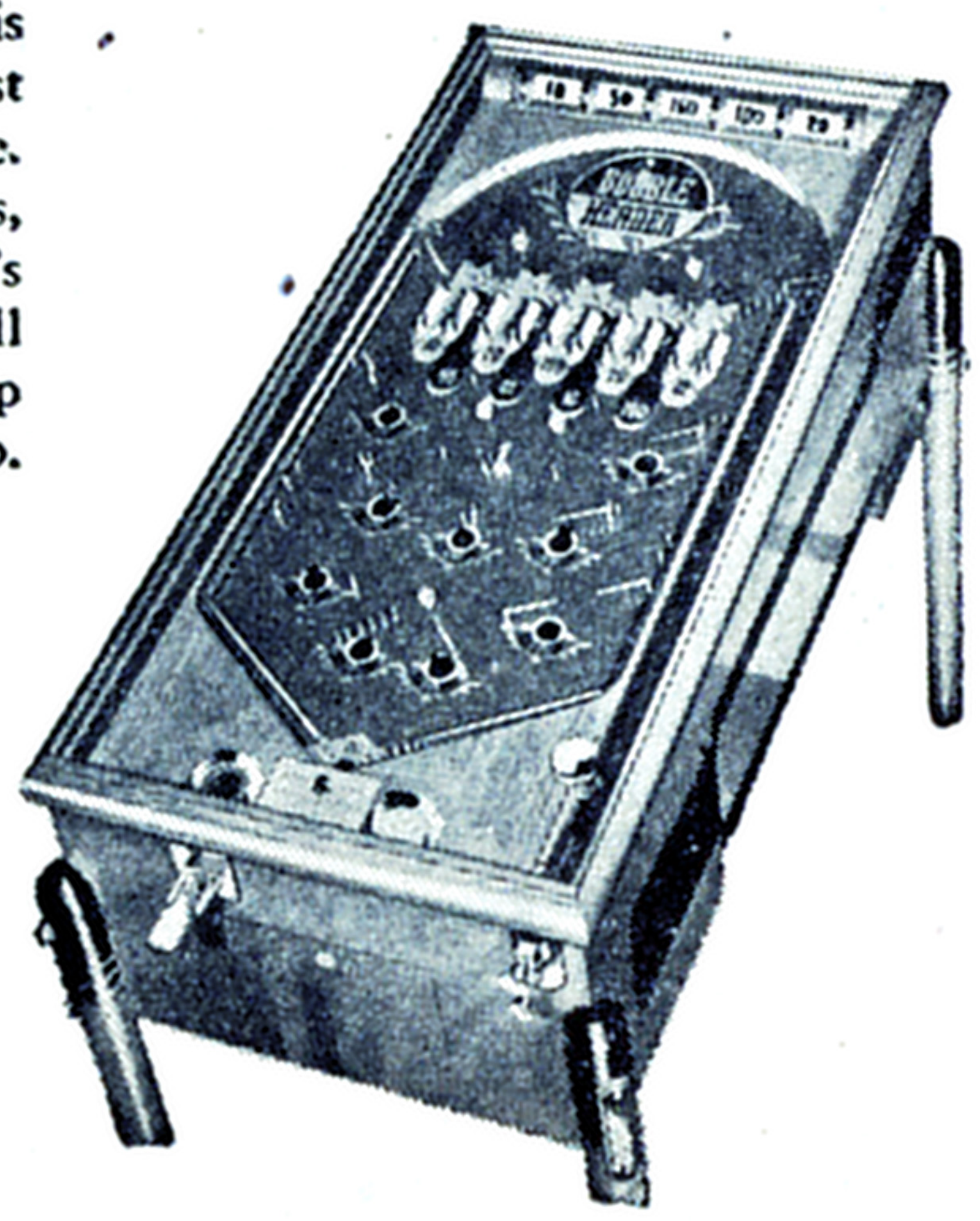
* *Buys of the Week*

Look them over and act before it's too late. We're clearing these BRAND NEW MACHINES off our floor to get additional space, and prices are SACRIFICED. When you want a bargain, deal with the world's largest house in this line.



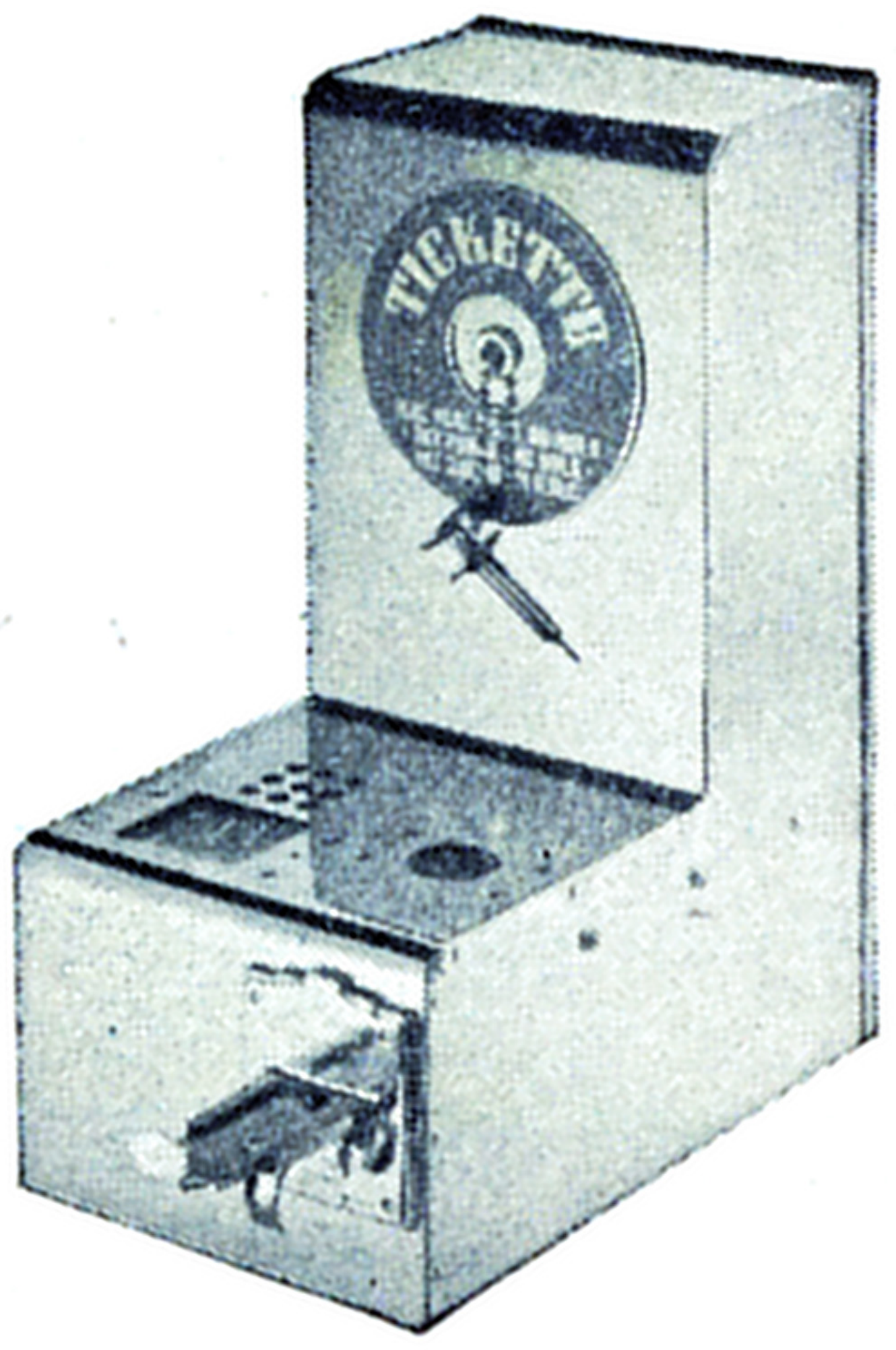
* *Tycoon*—Greatest of All Money-Makers!

This great elaborate moneymaker is easily the longest lived and most successful pay table in existence. Automatic ball lifts, seven slots, odds-changing controlled by player's skill. Brand new machine, with all latest improvements and $1.50 top payout. Regular price, $149.50. New price for limited period only.......... **$75**



* *Double Header!*

Giant size, beautiful one shot pay out table, with 9 ways to score $1.50 and skill play throughout. Uses big one inch ball, having entirely new type of tantalizing action. These tables are brand new and remarkable values. Regular price $129.50. Special for limited period only.... **$62.50**



* *Tickette!*

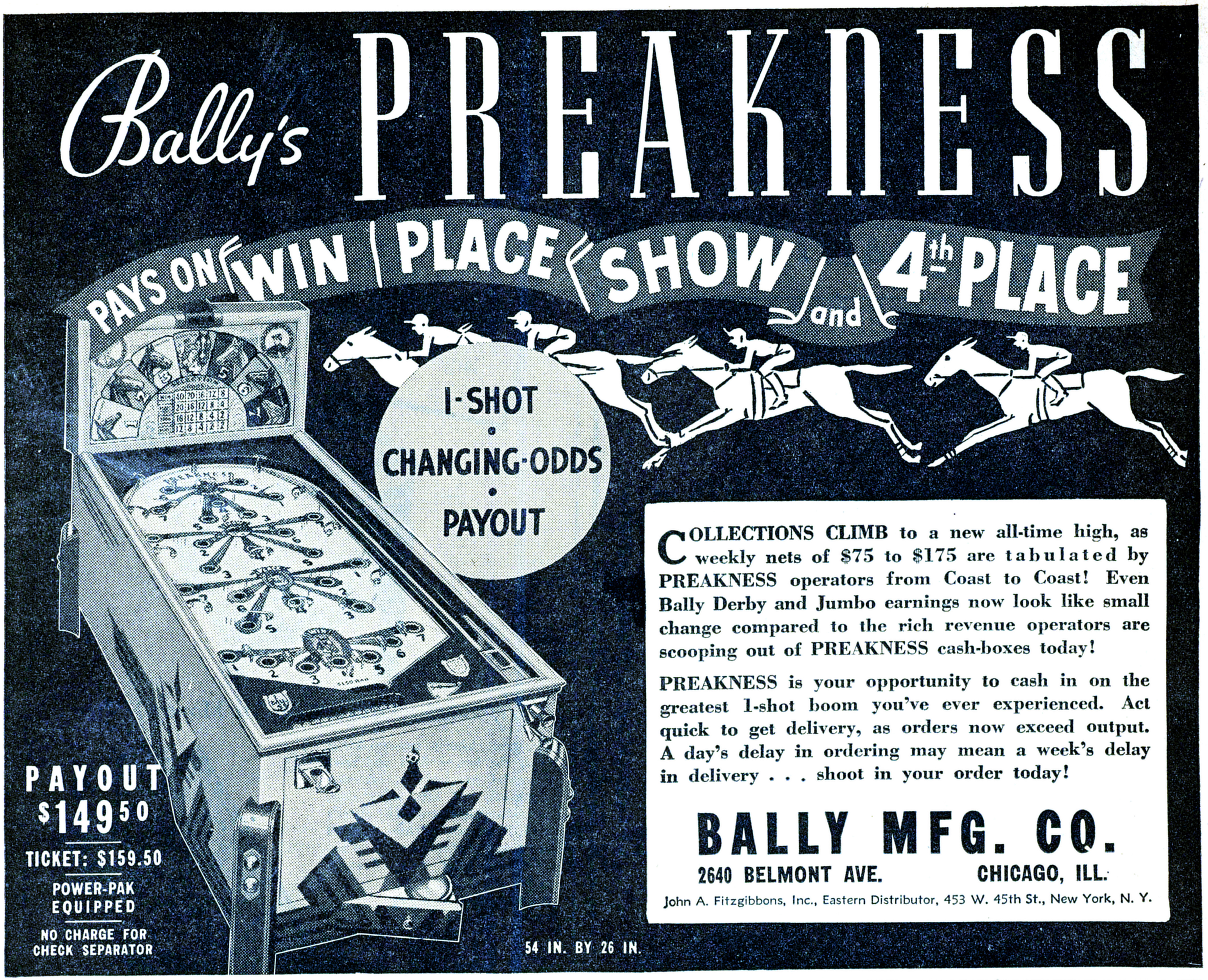
The automatic punch board that keeps its own record. All steel chrome plated cabinet, the snappiest, most modern counter machine today. Regular price $17.50. Price for limited period only.................. **$5.50**

With Jackpot $7.50

500 free tickets ($25 gross sales) given free with each new machine. Extra tickets 90c per 1000.

Stocks will be exhausted soon. All items withdrawn when sold. Act now!

Mills Novelty Company
4100 FULLERTON AVE., CHICAGO, ILLINOIS



Bally's PREAKNESS

PAYS ON WIN PLACE SHOW and 4th PLACE

1-SHOT • CHANGING-ODDS • PAYOUT

COLLECTIONS CLIMB to a new all-time high, as weekly nets of $75 to $175 are tabulated by PREAKNESS operators from Coast to Coast! Even Bally Derby and Jumbo earnings now look like small change compared to the rich revenue operators are scooping out of PREAKNESS cash-boxes today!

PREAKNESS is your opportunity to cash in on the greatest 1-shot boom you've ever experienced. Act quick to get delivery, as orders now exceed output. A day's delay in ordering may mean a week's delay in delivery . . . shoot in your order today!

BALLY MFG. CO.
2640 BELMONT AVE. CHICAGO, ILL.
John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 45th St., New York, N. Y.

PAYOUT $149.50

TICKET: $159.50

POWER-PAK EQUIPPED

NO CHARGE FOR CHECK SEPARATOR

54 IN. BY 26 IN.

RACES

Beautifully designed, Silent Mechanism, 4-Way Play—1c, 5c, 10c and 25c Play through same slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.

RACES
WIN
PLACE
SHOW
40
5
2
OMAHA
NELLIE FLAG
CAVALCADE
ODDS
FINISH
CHOICE
COIN HERE

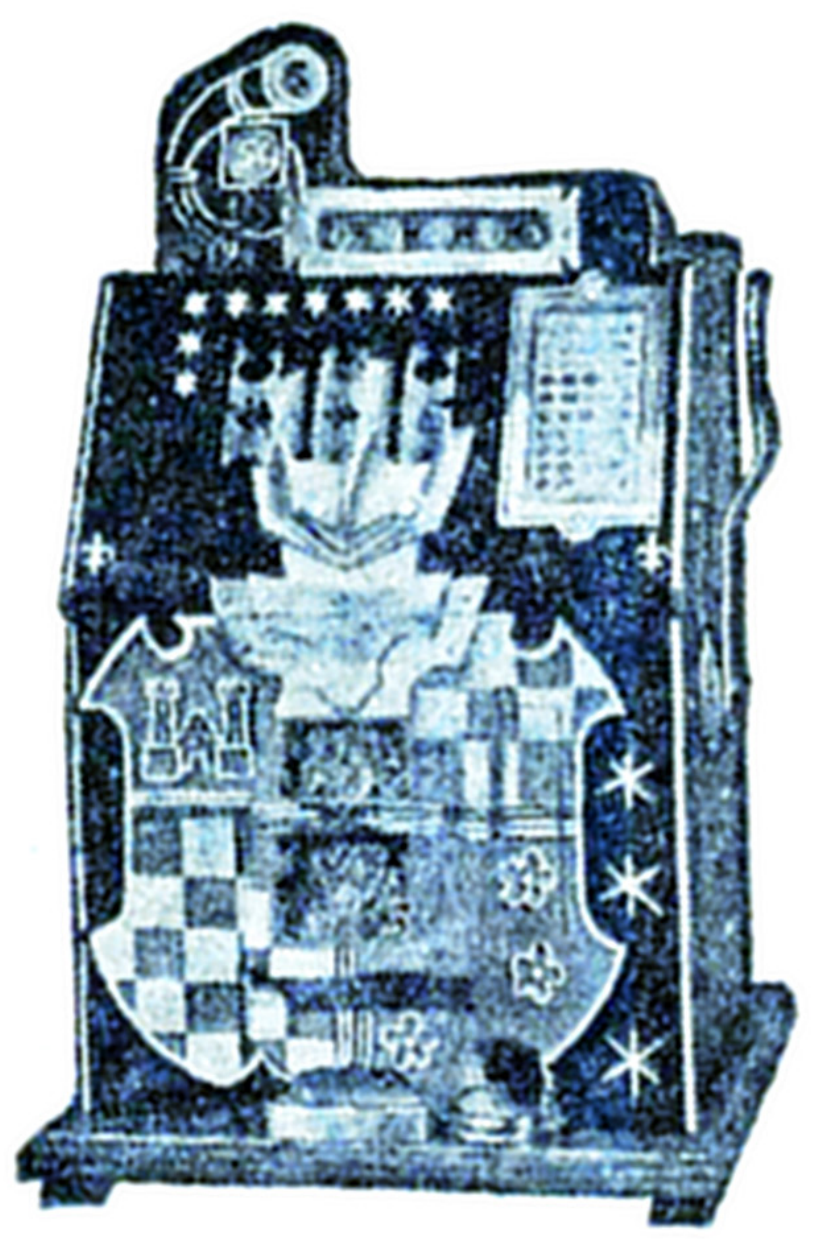
Order your Sample today. A few days on location will make you order more.

$17.50

REEL "21" 10 DAY TRIAL **$23.75** Double Door & Register, $2.00 Extra.

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES

Write for Complete Catalog



MILLS BLUE FRONT MYSTERY
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces).
Case Lots (100 Boxes), $12.00.
1/3 Deposit With Order.

SICKING MFG. CO., Inc., 1922 Freeman Ave.,
Cincinnati, Ohio

GUARANTEED USED MACHINES AT LOW CLOSE-OUT PRICES

PIN GAMES.

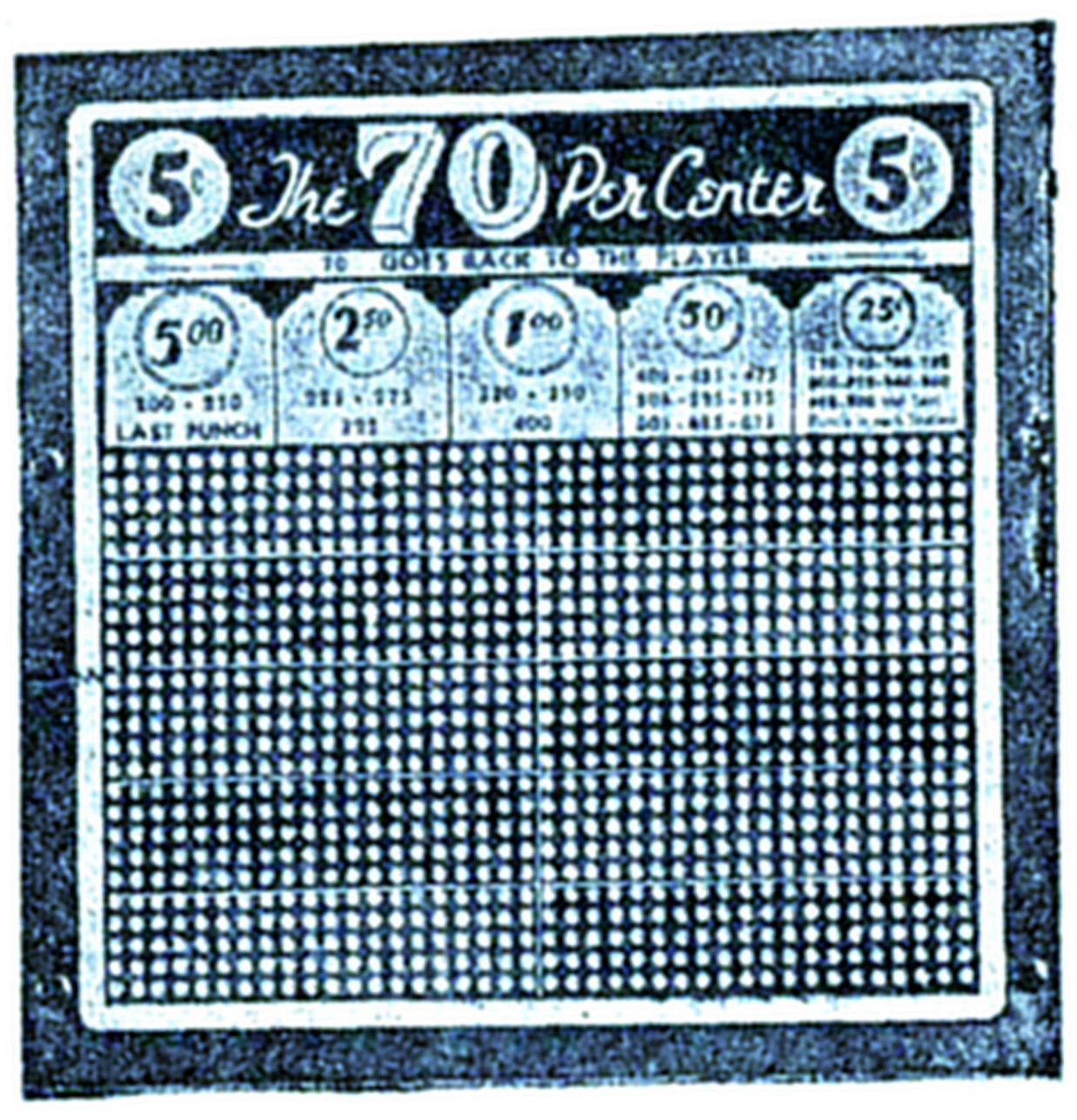
Beano	$15.00	Kings	$ 5.00	Spitfire	$ 6.00
Criss Cross (Slides. 1c)	2.50	Line-O	10.00	Sink or Swim	2.50
Criss Cross Alite	4.00	Man 'N Moon	6.00	Touchoff	6.00
High-Low	10.00	Manhattan	2.50	Sensation	4.00
Cavalcade	4.00	Par Golf	6.50		
Hop Scotch	7.50	Score-A-Lite	5.00		

COUNTER GAMES

Cent-A-Smoke (Divider)	$5.00	Gem Venders (Dividers)	$5.00	Tit Tat Toe	$ 5.00
Cent-A-Smoke (Register.	5.00	Puritan (Buckley)	5.00	Reel "21"	15.00
Clearing House (Divid.)	5.00				

TERMS: 1/3 Deposit, Balance C. O. D. These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES COMPANY, 4404 Manchester Ave., St. Louis, Mo.



The 70 PER CENTER

A Flashy Quick-Selling Board That Insures a Square Deal for the Players, and Should Repeat Many, Many Times, Because

70% Goes Back To The Players

1,000-Hole 5c Brings $50.00. Pays Out $35.00.

Suggested Resale Price $2.50 Each.

PRICES TO BOARD OPERATORS:

$9.00 PER DOZEN, $50.00 PER 100. (Sample $1.00).
F. O. B. St. Louis. Tax Included.
Will Consider Exclusive Distributorship to Large Quantity Buyers.

ARTHUR WOOD & COMPANY,
219 Market Street, St. Louis, Mo.

BRAND NEW - SENSATIONAL - A HIT!

Genco's HAPPY DAYS

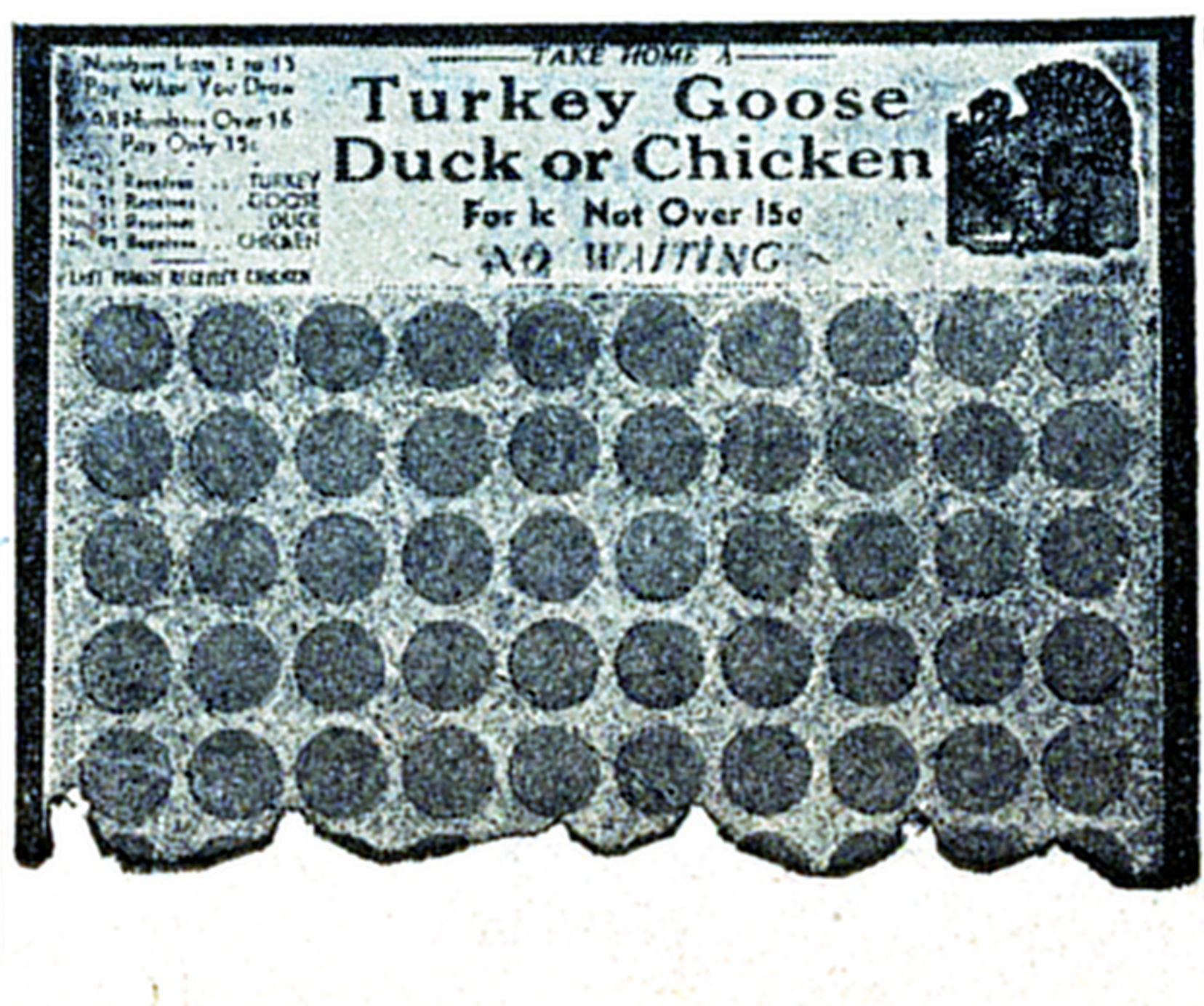
Combines the sensational CHANGING ODDS feature of MAD CAP with the Light-Up appeal or LIGHTS OUT Backboard. It's the GREATEST Pin Game BUY of the Year! It's DIFFERENT! It's the NEW HIT SENSATION! RUSH YOUR ORDER TODAY!
JOBBERS — WRITE FOR SPECIAL PRICE!

$49.50
BATTERY MODEL

$54.50
ELECTROPAK MODEL

--EXCLUSIVE DISTRIBUTORS--

Hercules Machine Exch., Inc.
1175 BROAD ST.
NEWARK, N. J.
Tel: Bigelow 3-3984.



MAKE BIG MONEY

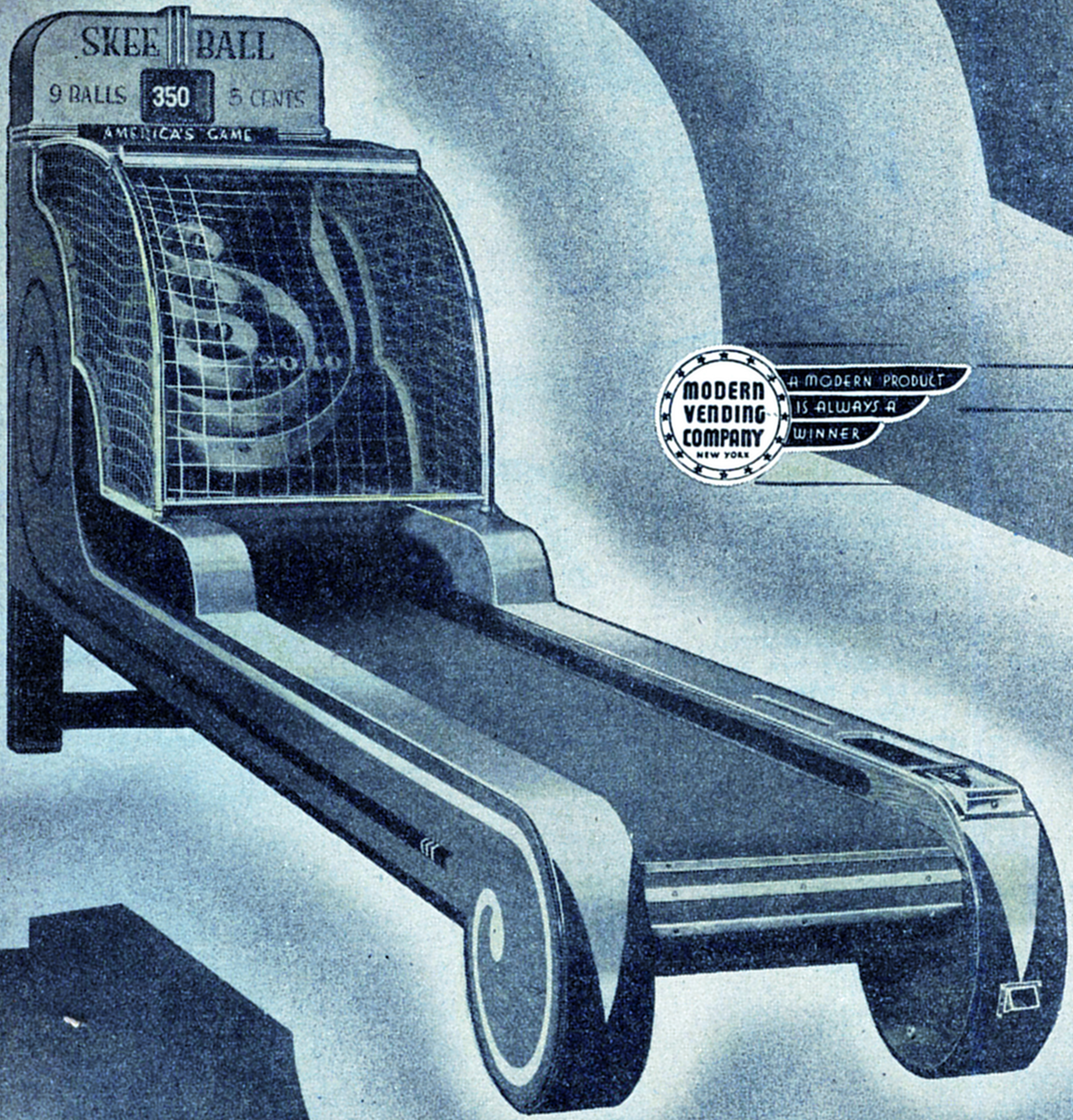
From Now Until Christmas Selling

JUMBO TURKEY BOARDS

A Real Flash that Readily Sells at $1.00 Each
150 Holes. No Numbers Over 15c
BRINGS $21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
Price $3.00 per Doz. $22.50 per 100
Sample, $1.00
Remittance With Order or 50% on C. O. Ds.

Arcade Novelty Co., 927 Walton Ave.. St. Louis, Mo.

go, Ill.



MODERN VENDING COMPANY NEW YORK
A MODERN PRODUCT IS ALWAYS A WINNER

Again MODERN LEADS *with* WURLITZER'S SKEE BALL

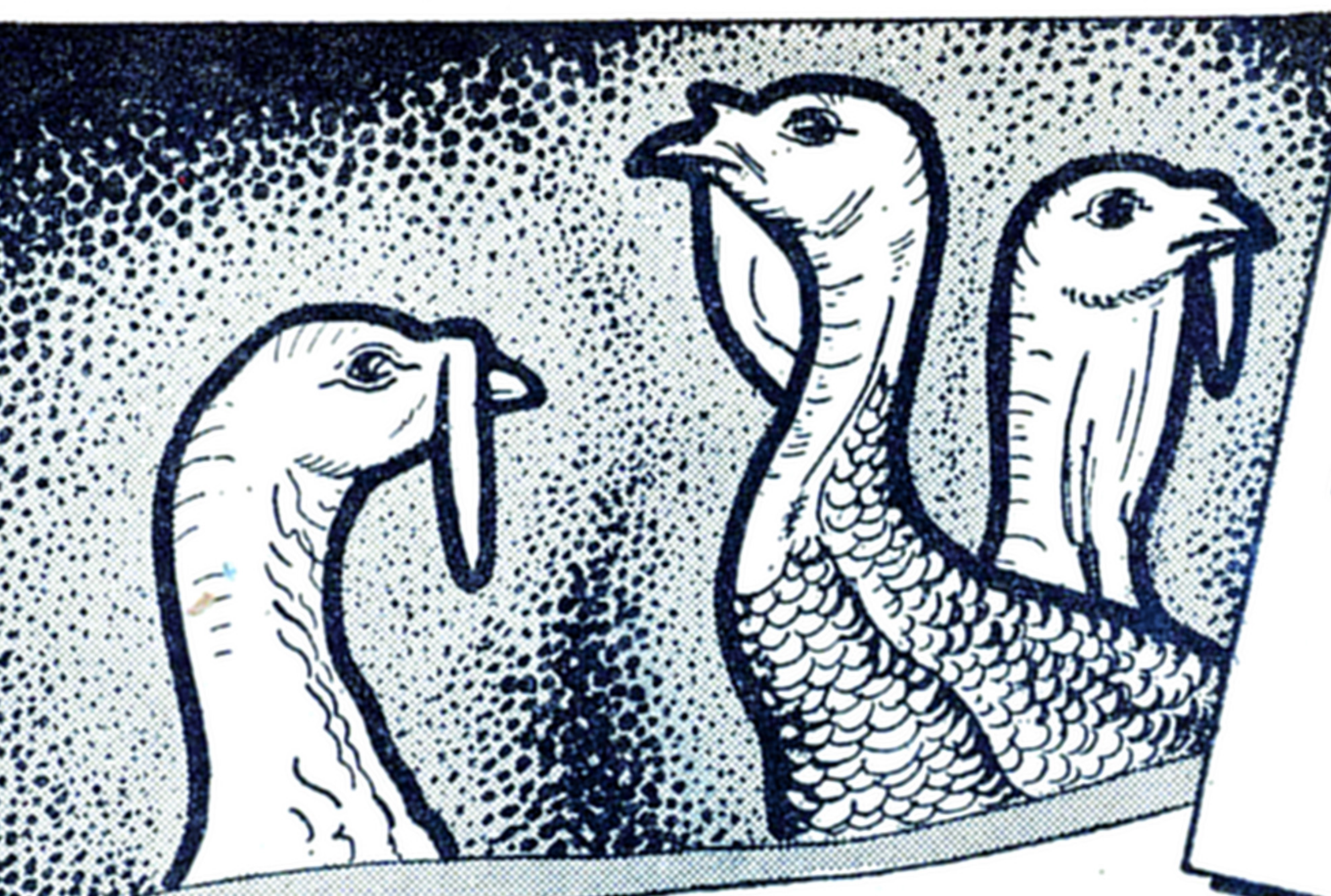
Eastern operators have learned to depend on Modern's judgment because of the long list of winners Modern has picked for them—and because they know that before Modern recommends a machine it must have three qualities: *unusual* eye appeal, *unusual* durability, and *unusual* money making ability. Modern recommends Wurlitzer's Skee Ball because it has those three qualities in a greater degree than any machine on the market. The thousands of SKEE BALLS now making substantial profits for Modern's operators testify to the fact that Modern has picked a winner again! Write, Wire or Phone Modern today, GRamercy 7-7060. Liberal Finance Plan to Responsible Purchasers.

MODERN VENDING COMPANY NEW YORK
A MODERN PRODUCT IS ALWAYS A WINNER

EASTERN FACTORY DISTRIBUTORS

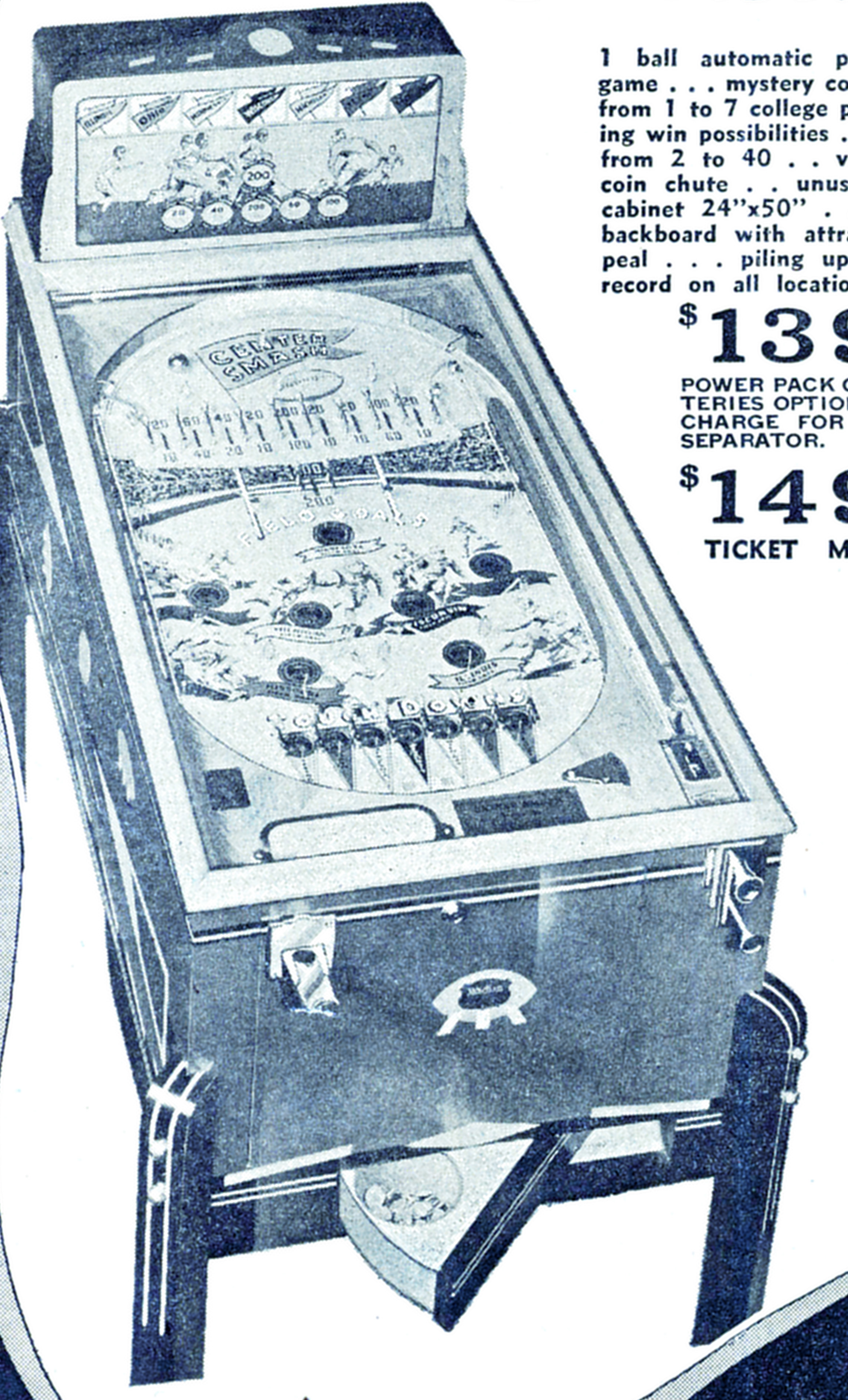
Modern Vending Company

656 BROADWAY, NEW YORK CITY



WE'RE *Talking Turkey* WHEN WE SAY BIG PROFITS!

Center Smash



1 ball automatic payout football game . . . mystery coin chute lights from 1 to 7 college pennants, varying win possibilities . . . odds range from 2 to 40 . . visible escalator coin chute . . unusually beautiful cabinet 24"x50" . . . illuminated backboard with attractive eye appeal . . . piling up a new profit record on all locations.

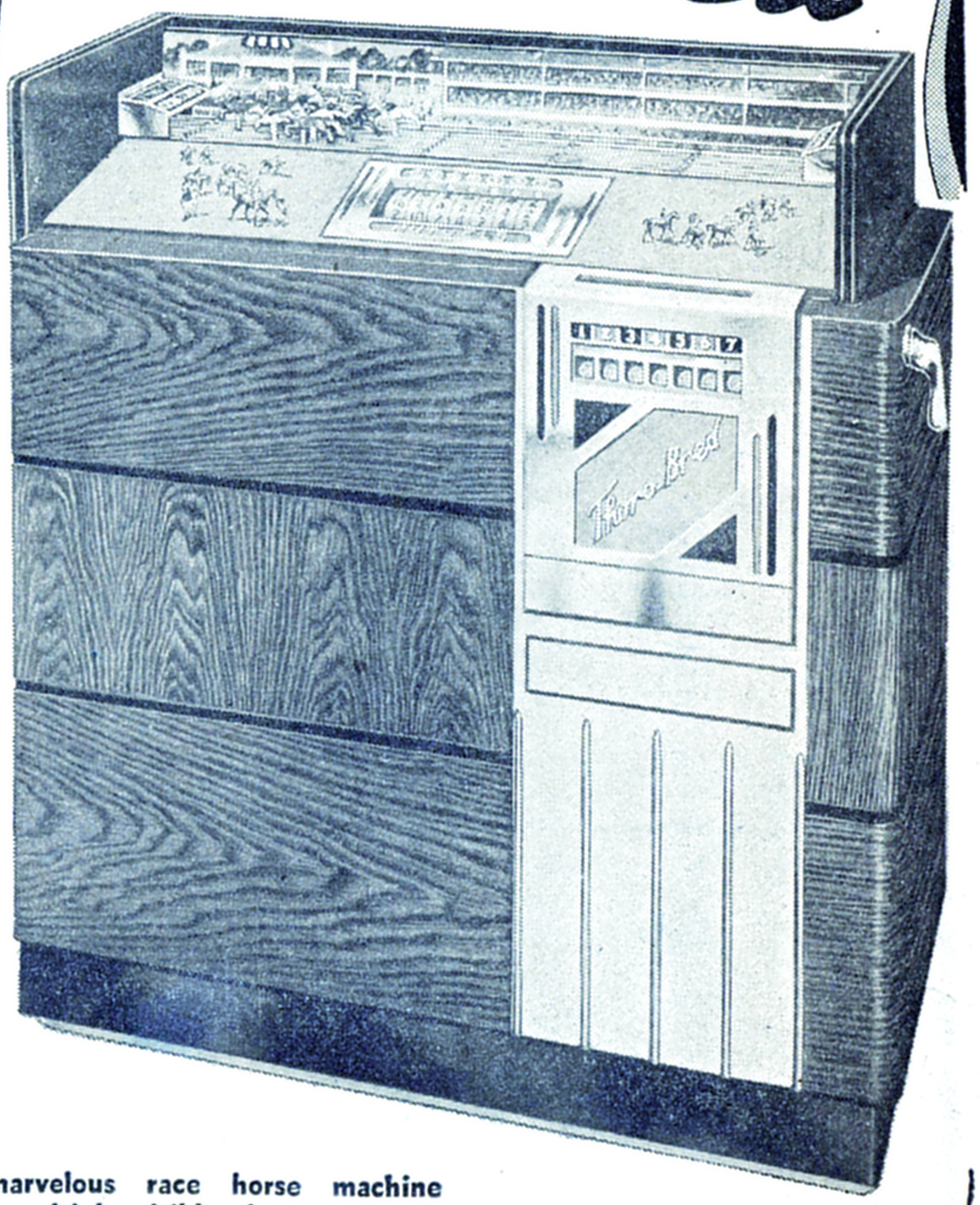
$139.50

POWER PACK OR BATTERIES OPTIONAL NO CHARGE FOR CHECK SEPARATOR.

$149.50

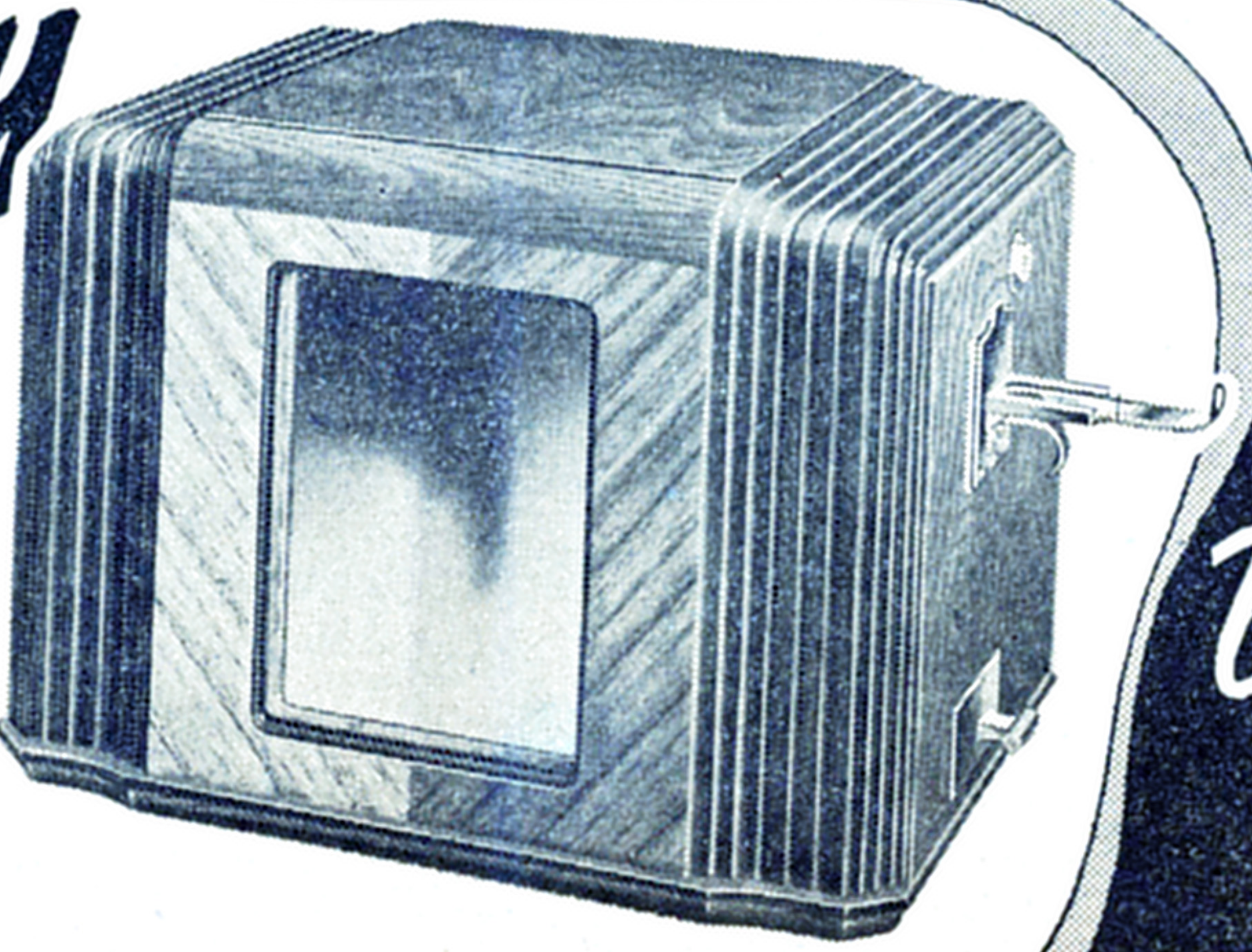
TICKET MODEL

Thoro-bred



A marvelous race horse machine . . . multiple visible slug-proof coin chutes, 7 coins . . . mutuels change with each race . . . odds vary from 2 to 30 and are automatically paid out . . . no tapes or refills, sequences or charting . . . attractive modernistic walnut matched-wood cabinet . . . 43½" high . . 41½" wide . . . 18" deep . . . location placements and money-making opportunities are unlimited! Operate the "king of amusement machines," Thoro-bred!

Harmony Bell



A cleverly designed machine that gives renewed profit-making life to your automatic phonograph, new or old . . . actually triples your phonograph income . . . operate it individually or with phonograph . . automatic payout . . . win or lose the player gets a record selection.

$67.50

Power Pack $5 Additional.

Western Equipment & Supply Co.

925 W. NORTH AVE.
CHICAGO, ILL.

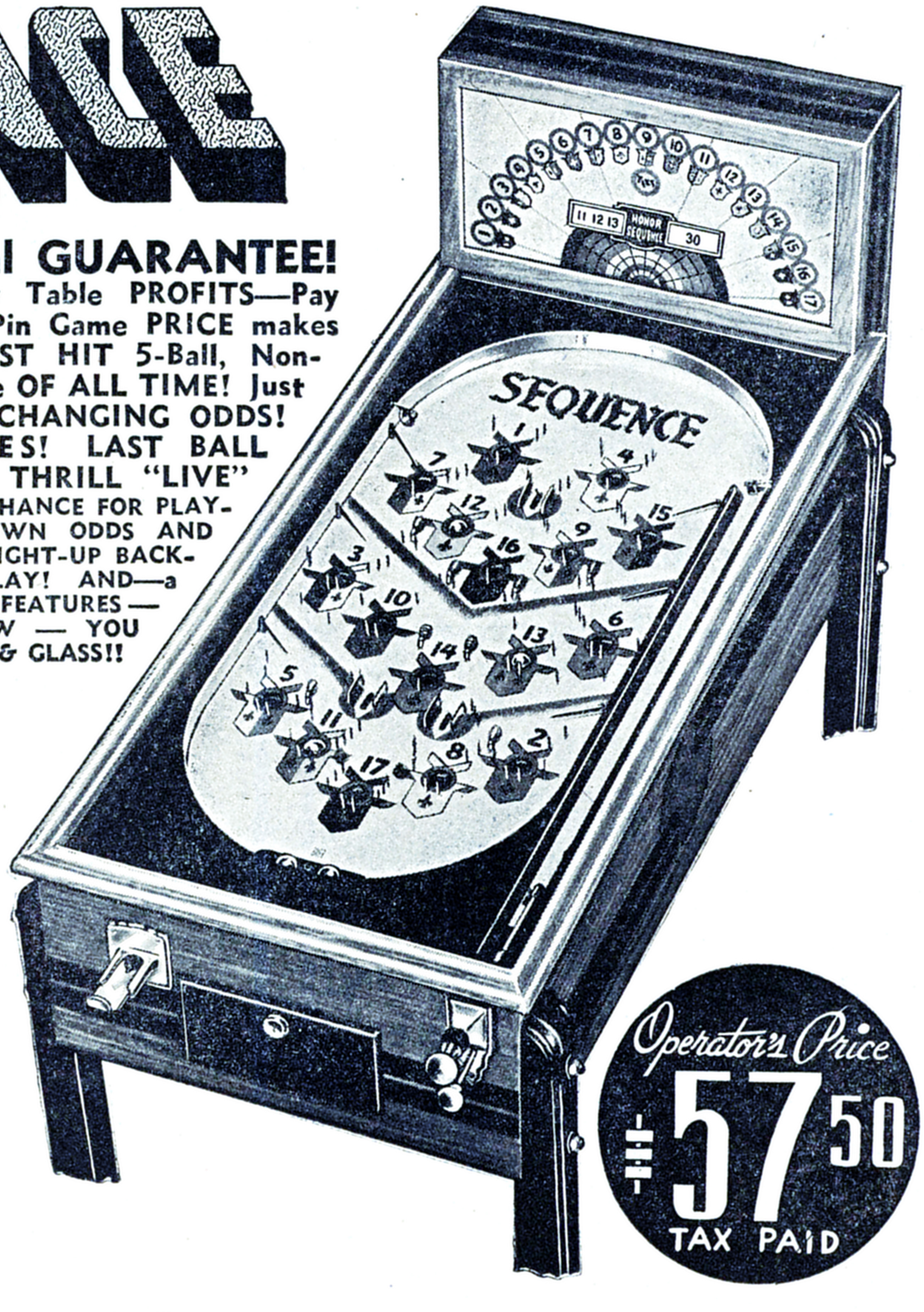
OH! BOY! ARE YOU LUCKY!!!
IT'S BRAND NEW DAVAL TWIN WINNERS!
TO START A BRAND NEW SENSATIONAL SEASON!

SEQUENCE

TWIN LEADERS OF DAVAL'S NEW TWIN WINNERS
PAUL GERBER • MAX GLASS

7-DAY Free Trial GUARANTEE!

Pay Table PLAY—Pay Table PROFITS—Pay Table ACTION—at a Pin Game PRICE makes SEQUENCE the BIGGEST HIT 5-Ball, Non-Payout, Legal, Pin Game OF ALL TIME! Just check these features: CHANGING ODDS! CHANGEABLE SCORES! LAST BALL SUSPENSE! SKILL — THRILL "LIVE" ACTION! DOUBLE SCORE CHANCE FOR PLAYER! PLAYER CAN SET OWN ODDS AND OWN GOAL! BEAUTIFUL LIGHT-UP BACKBOARD SHOWS EVERY PLAY! AND—a HUNDRED other SUPER FEATURES—RUSH YOUR ORDER NOW — YOU CAN'T LOSE WITH GERBER & GLASS!!



Operator's Price

$57 50

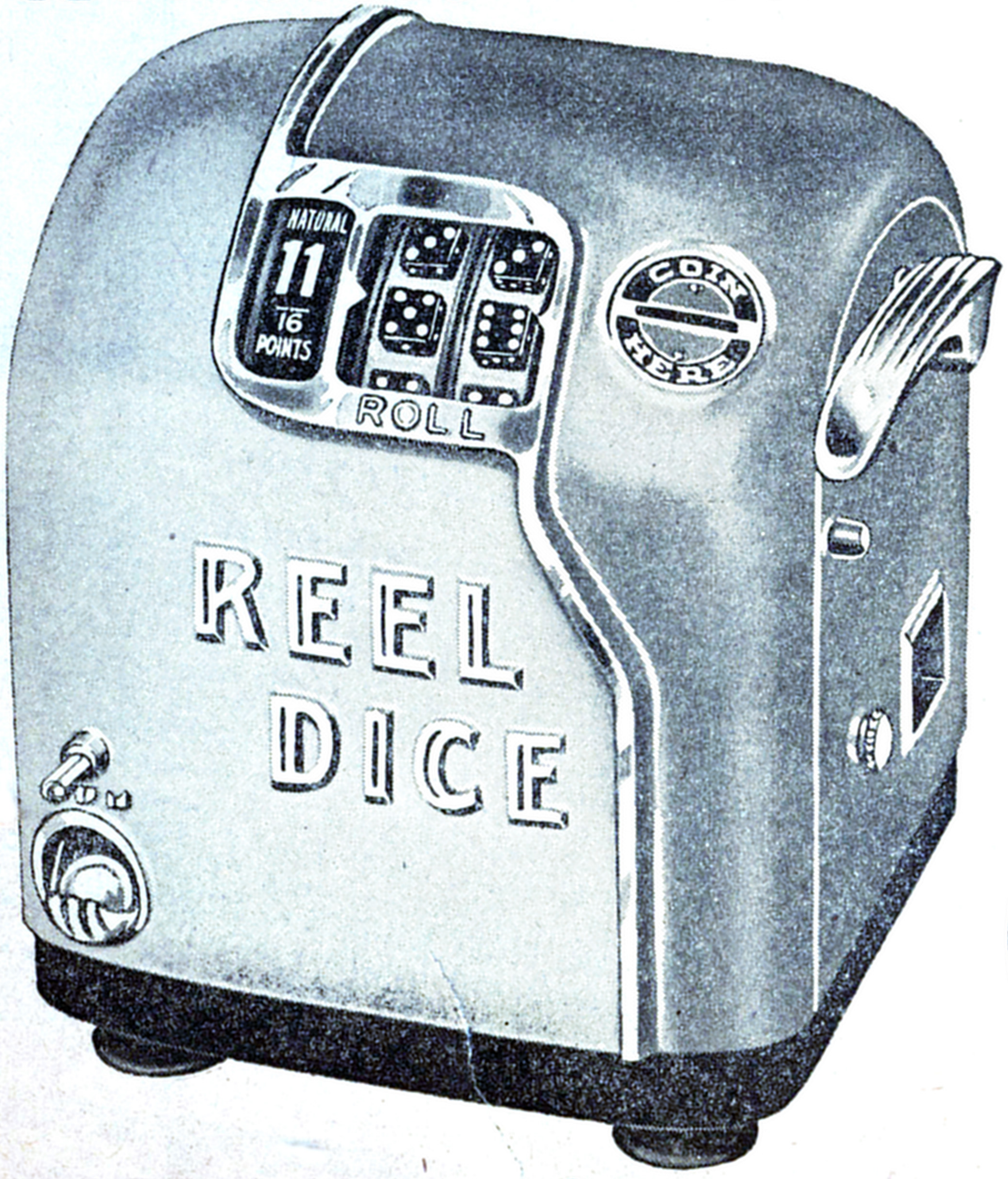
TAX PAID

IMPORTANT

TO ALL OPERATORS AND JOBBERS IN THE FOLLOWING STATES ....

ILLINOIS—INDIANA—MISSOURI—IOWA—MINNESOTA—NORTH DAKOTA—SOUTH DAKOTA—NEBRASKA—KANSAS—WISCONSIN—WESTERN MICHICAN—*RUSH YOUR ORDERS TO OUR DIRECT FACTORY REPRESENTATIVES—GERBER & GLASS, CHICAGO, FOR FASTER, SURER AND BETTER DELIVERY!*

SIGNED . . . *DAVAL MFG. CO.*



REEL DICE

7-DAY FREE TRIAL GUARANTEE!

The first real dice game in a beautiful, modern, SENSATIONAL, strictly "According to Hoyle" COUNTER GAME bearing the DAVAL LIFETIME GUARANTEE! PLAYS the FIELD! PLAYS the POINT! PLAYS the NATURAL! PAYS REEL ODDS! Speedy—Teasing, Sensational ACTION brings BIG "GRAVY" PROFITS! So simple to understand — NO SCORE CARD NECESSARY!! Rush YOUR Orders to GERBER & GLASS TODAY—YOU CAN'T LOSE!!

Operator's Price

$18 75

4 WAY PLAY TAX PAID

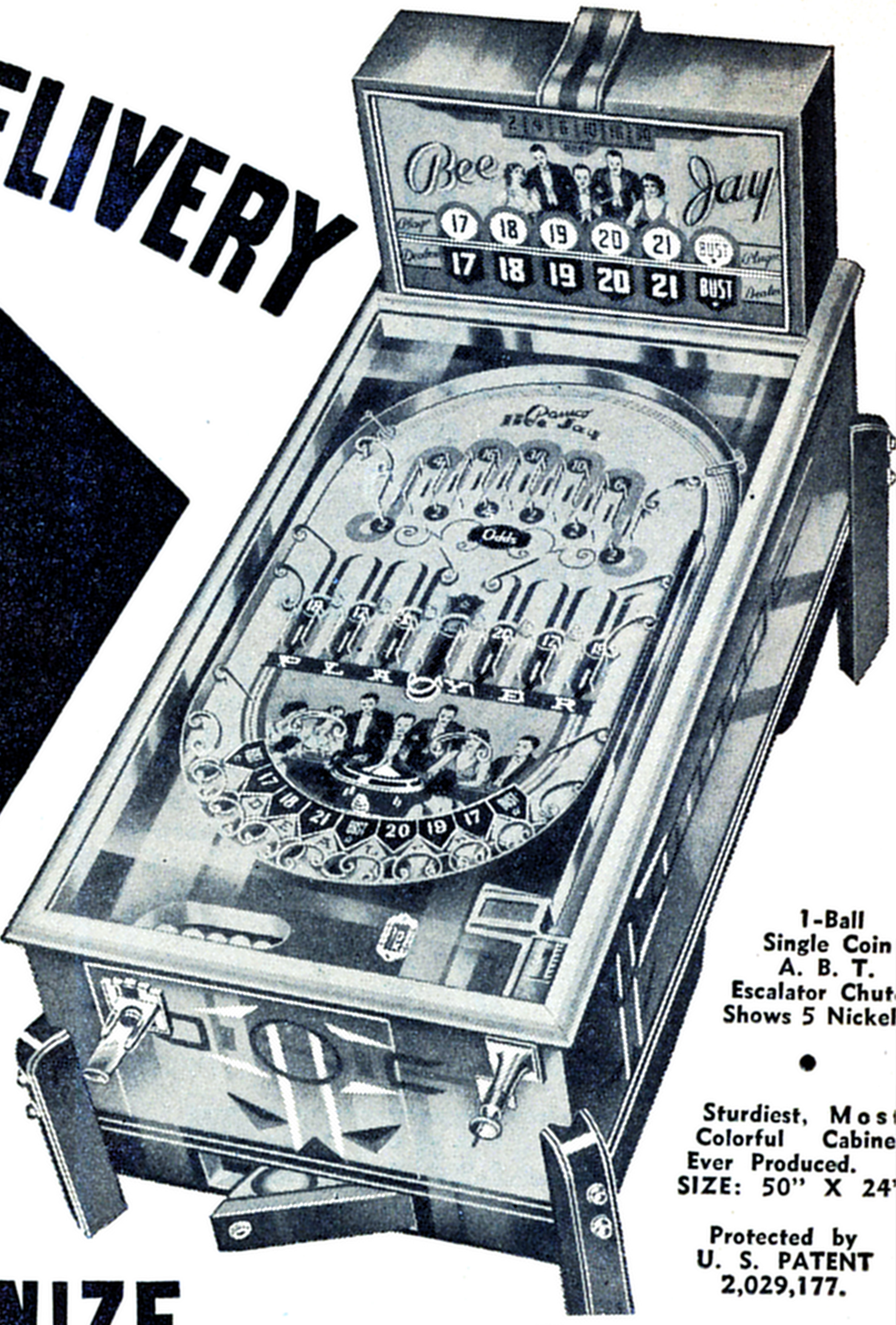
RUSH YOUR ORDER IMMEDIATELY TO—

"The World's Foremost Distributors of Winners for Operators!"

GERBER & GLASS, 914 DIVERSEY, CHICAGO

Get IMMEDIATE DELIVERY ON PAMCO

"Bee Jay" $129



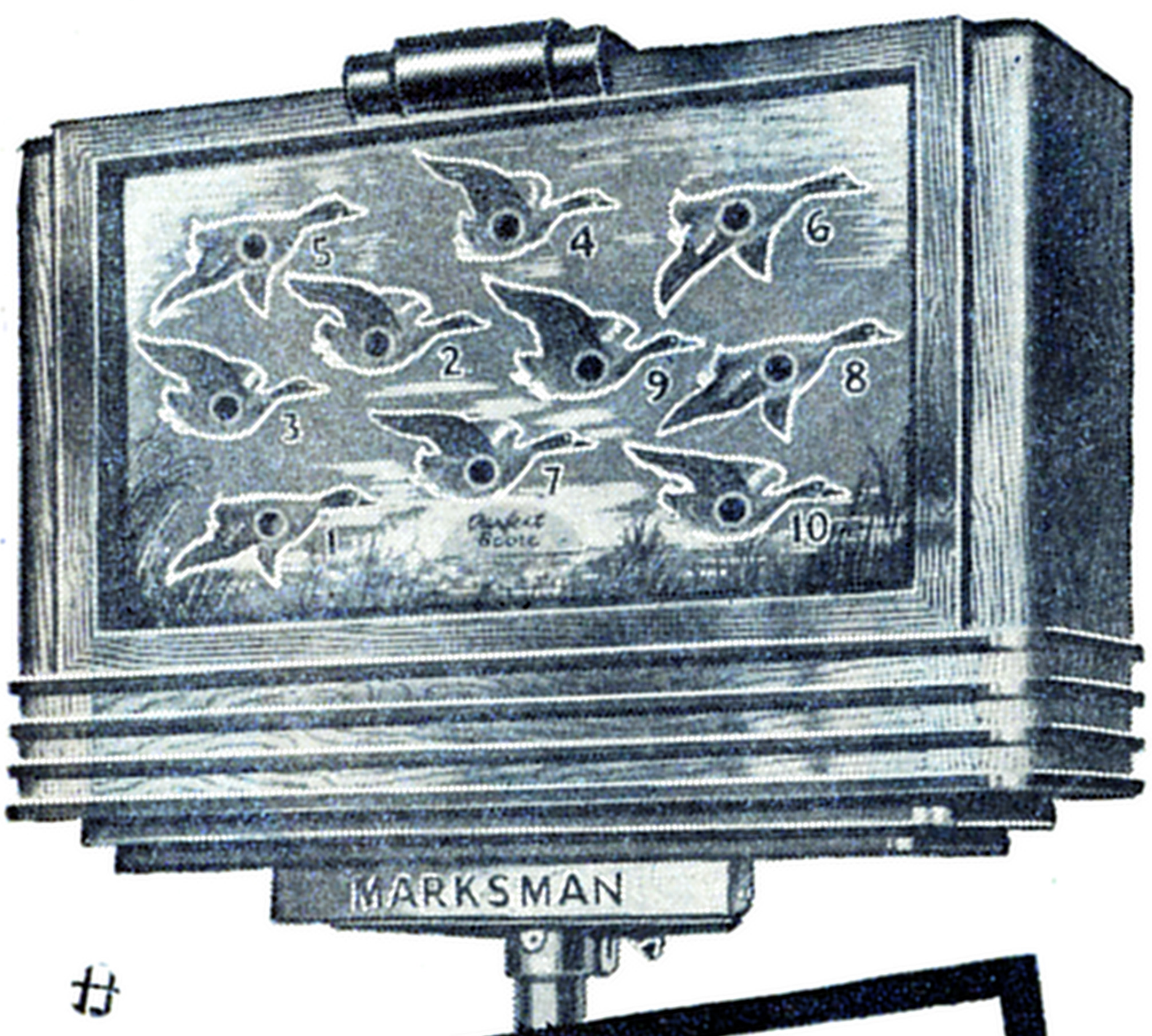
"CHANGING-ODDS" even BETTER than Pamco's Original Odds-Commutator! Eleven Skill Shots at top of field set odds at 2-4-10-16 and 30 to one! Player draws hand in mid-field as ball passes over one of 6 lanes numbered 17 to 21. He must beat this point in Lower Field, or get ball in one of three "bust" holes for odds-payout posted on lite-up board. You'll say: "B. J'sus" when you see it!

1-Ball
Single Coin
A. B. T.
Escalator Chut
Shows 5 Nickel

●

Sturdiest, Most
Colorful Cabine
Ever Produced.
SIZE: 50" X 24'

Protected by
U. S. PATENT
2,029,177.



PATRONIZE

Pamco's "GUN-LITE" Dealers

EASTERN DISTRIBUTOR
Fishman-Schlesinger Dist. Co.,
682 Broadway, New York City

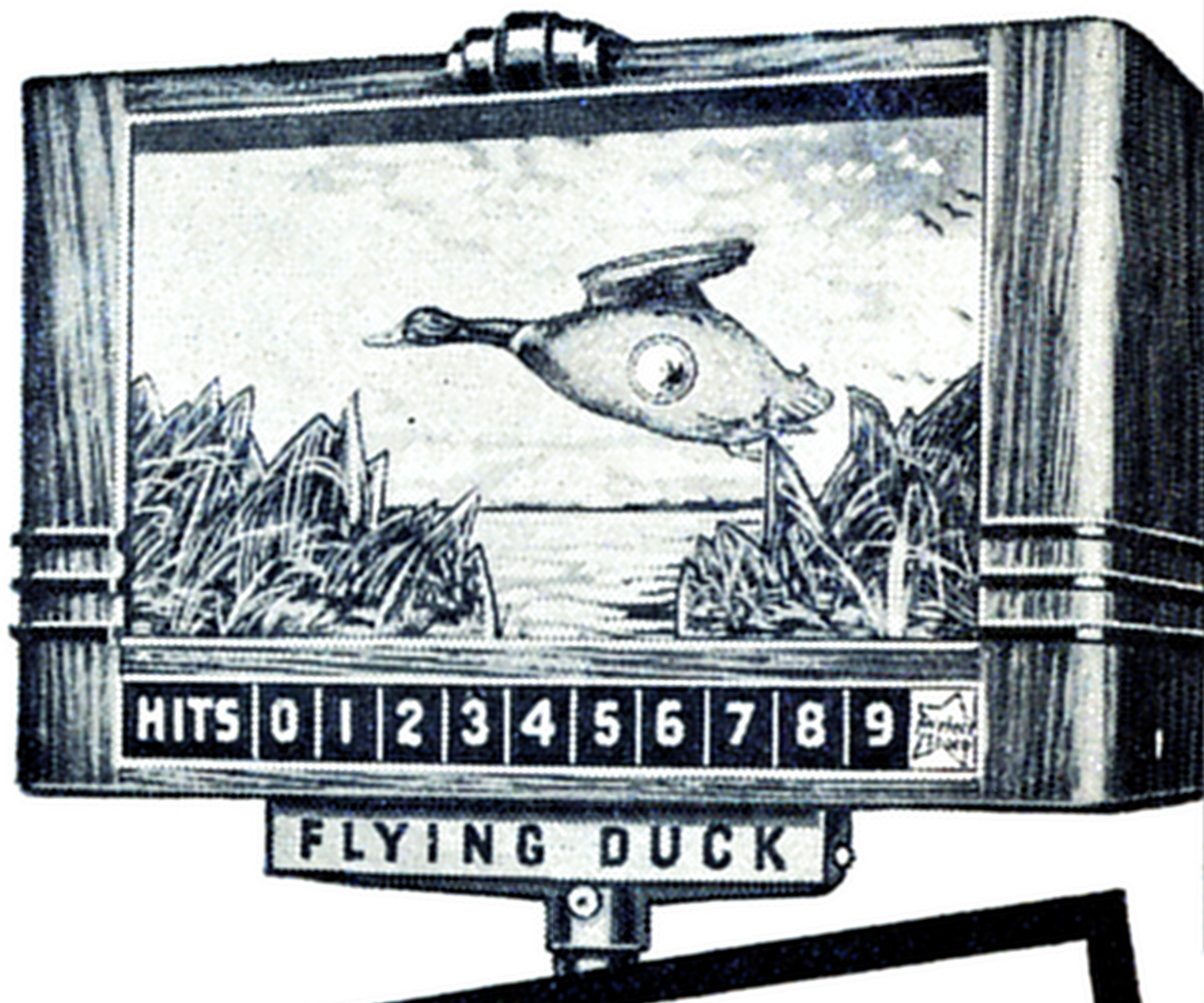
TEXAS DISTRIBUTOR
South Coast Amusement Co.
M & M Building, 211 S. Pearl St.
Houston, Tex. Dallas, Tex.

CHICAGO DISTRIBUTOR
National Coin Machine Sales
1935 W. North Ave., Chicago, Ill.

NEW ENGLAND DISTRIBUTOR
Supreme Vending Co. of New England
1254 Washington St., Boston, Mass.

PENNSYLVANIA DISTRIBUTOR
Penn Coin-O-Matic Company
Broadwood Hotel, 314 N. Broad St.,
Philadelphia, Pa.

MICHIGAN DISTRIBUTOR
General Amusement Devices Co., Inc.
3136 Cass Ave., Detroit, Mich.



Protected by U. S. Patent 102061

PAMCO MARKSMAN

Quickly replaces "lame-duck" games the moment merchants see it. By actual tests during continuous operation — Pamco "MARKSMAN" has PROVED its ability to take in from $4.50 net up to $26.50 net every day in the week! Pamco "MARKSMAN" will STAND UP under the HEAVIEST KIND of Shooting. Pamco "MARKSMAN" has every "bug" shot out of it! Yes, Mr. Operator: Pamco "MARKSMAN" is the BEST Target Game on the market. A Hundred Thousand Locations NEED it and WANT it right NOW!

Priced on Terms at . . . $298.50 with PAMCO'S "PAY AS YOU PROFIT" Plan!

WRITE • WIRE
Order Today

YOU CAN DEPEND ON PAMCO PRODUCTS

Protected by U. S. Patent 2,052,678

PAMCO FLYING DUCK

gives you COMPLETE CONTROL over the Ray-Gun Field. The only gun-lite unit with the erratic FLAPPING WING ACTION so TRUE to REAL DUCK HUNTING. Shooter must "hit" as the wing goes up to register P-R-O-G-R-E-S-S-I-V-E Scores. NEW—ORIGINAL and FULLY PROTECTED by U. S. Patents—Pamco "FLYING DUCK" is the FIRST CHOICE of HUNDREDS of Operators and Locations alike!

Priced on Terms at . . . $196.50
—and You Pay as You EARN!!

PAMCO CHICAGO

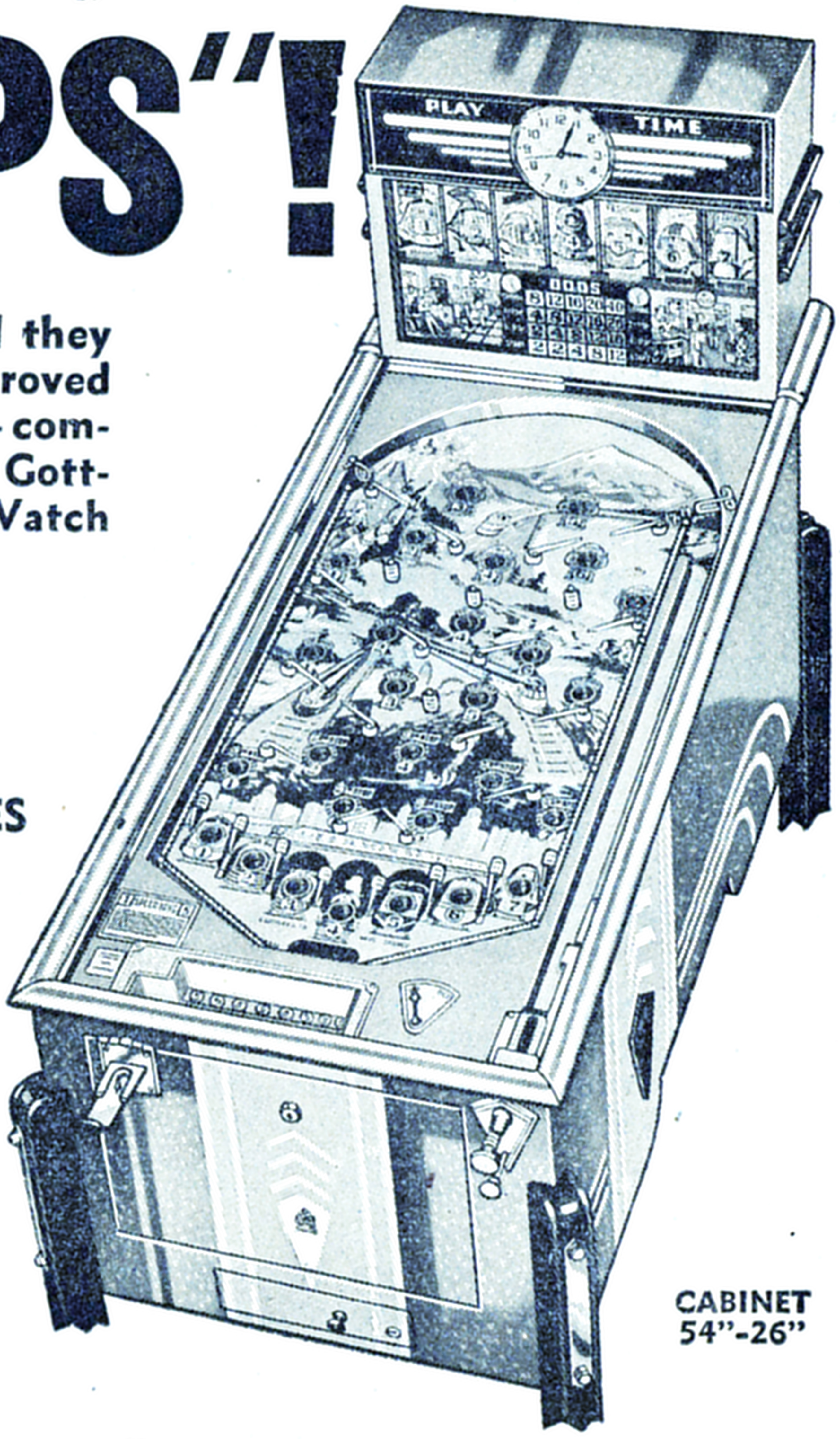
PACIFIC AMUSEMENT MFG. CO.

4223 WEST LAKE ST. • CHICAGO, ILL.
1320 SOUTH HOPE ST. • LOS ANGELES, CA

Why Do Operators Prefer Gottlieb Payouts!

because THEY'RE "TOPS"!

They may look at 'em all—but they buy Gottlieb Games! And they come back for more! There's no two ways about it — for proved earning power, perfect mechanical operation, maximum play-compelling features and newest ideas in money-making payouts, Gottlieb is "tops"! Try these games in some of your locations. Watch 'em—they'll be "tops" too!



GOTTLIEB'S FAMED PAYOUTS

Clock Equipped Plus Super-Features

SPEED KING Throw the throttle wide open—clear the tracks for the seven streamline trains' record run to prosperity. 28 winning opportunities. Pays up to 40-1.

DERBY DAY Original horse race game paying for FOURTH place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

COLLEGE FOOTBALL Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

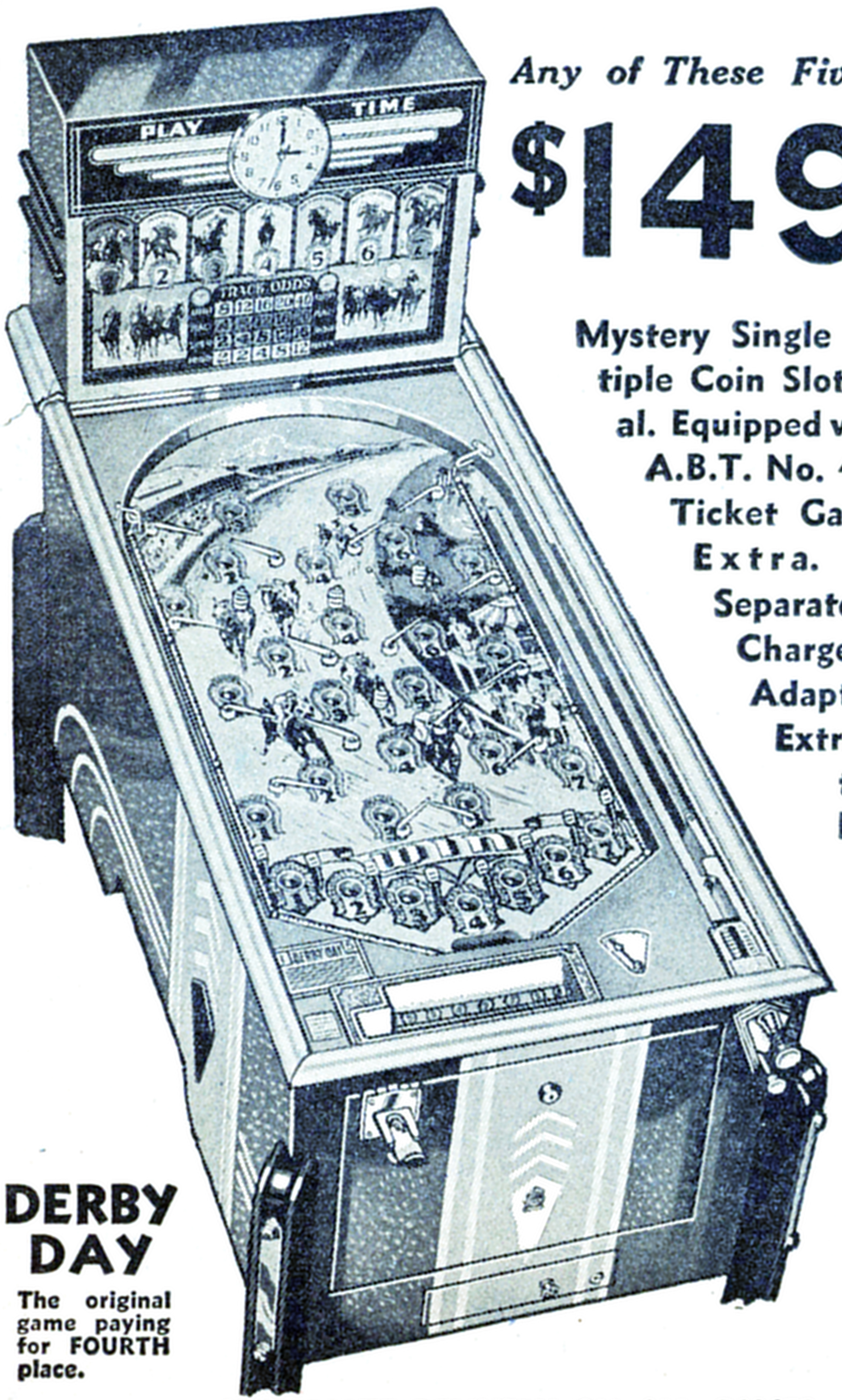
HIGH CARD A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

ALL 5 GAMES HAVE THESE SUPER FEATURES

- ★ **CLOCK HAMMOND ELECTRIC** Sensation of the Industry
- ★ **MYSTERY SINGLE COIN SLOT** Another Gottlieb Origination
- ★ **IN-A-DRAWER MECHANISM** All Parts Easily Accessible
- ★ **AWARDS ADJUSTABLE** Invisible Mechanical Control
- ★ **ESCALATOR** Gottlieb Illuminated Belt Type
- ★ **PAYOUT UNIT MOTOR DRIVEN** Accurate, Jam-Proof

CABINET 54"-26"



DERBY DAY

The original game paying for FOURTH place.

Any of These Five Games

$149.50

Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, $10 Extra. Check Separator, No Charge. D. C. Adaptopak, $5 Extra. Electropak Equipped

1937 DAILY RACES

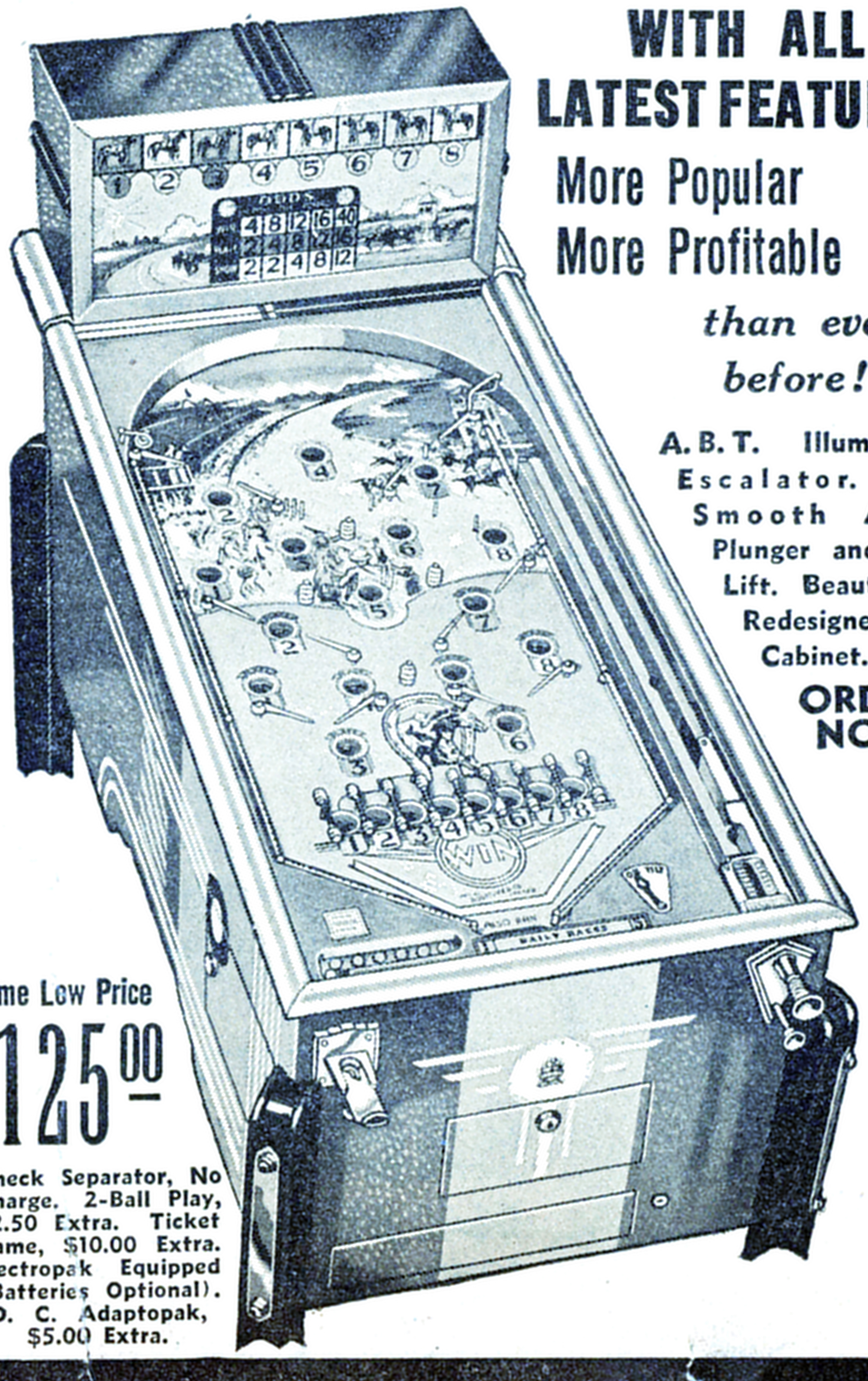
WITH ALL LATEST FEATURES

More Popular
More Profitable

than ever before!

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

ORDER NOW!



Same Low Price

$125.00

Check Separator, No Charge. 2-Ball Play, $2.50 Extra. Ticket Game, $10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptopak, $5.00 Extra.

IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

Bag bigger profits with BALLY'S EAGLE EYE

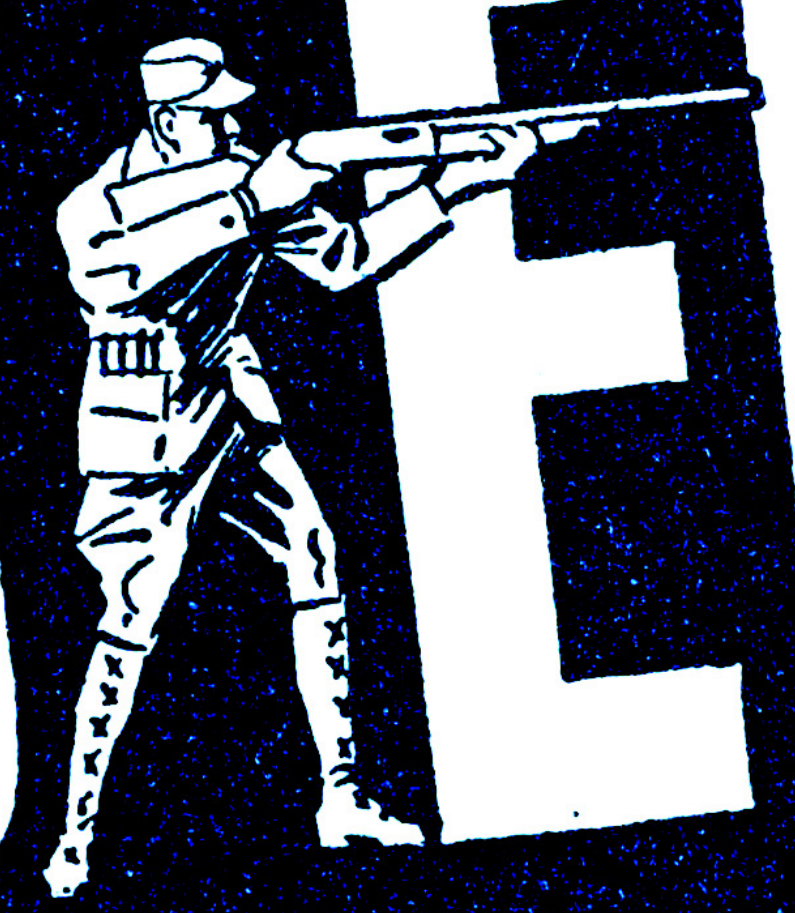
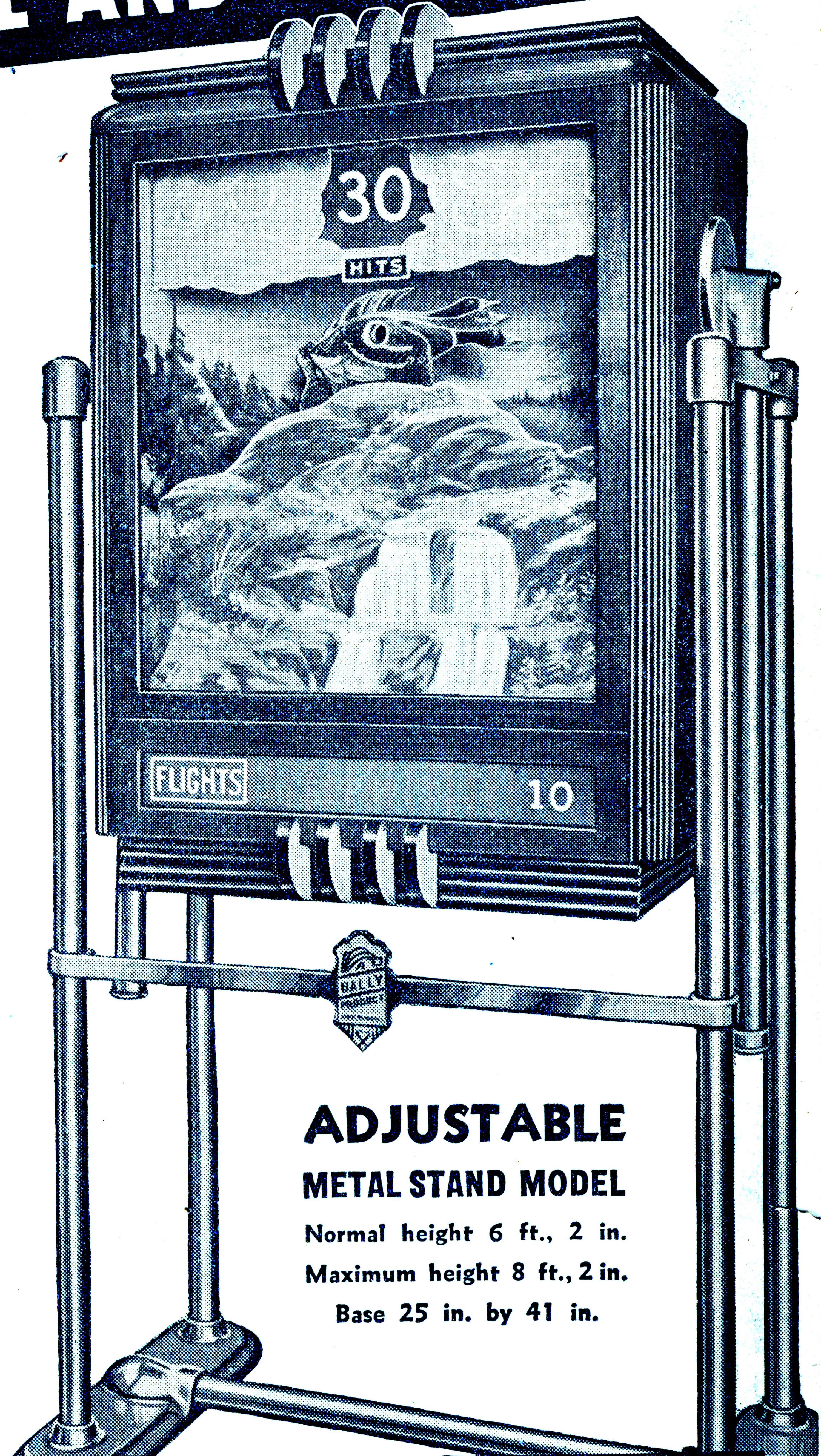


PHOTO-ELECTRIC RAY-RIFLE AND TARGET GAME



ADJUSTABLE
METAL STAND MODEL
Normal height 6 ft., 2 in.
Maximum height 8 ft., 2 in.
Base 25 in. by 41 in.

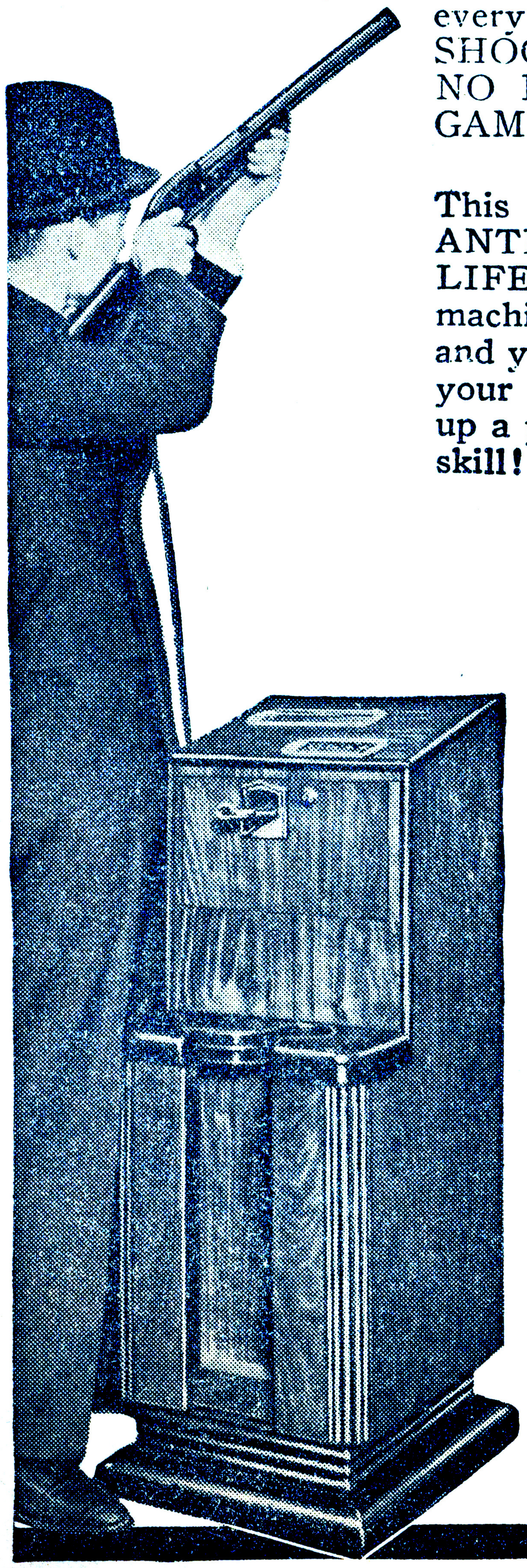
NEW "TRIPLE-DUCK" TARGET
INSURES CONSTANT REPEAT PLAY

BALLY'S done it again! Created a photo-electric rifle range that can be INSTALLED ANYWHERE . . . and APPEALS TO EVERYBODY! Thanks to the revolutionary, progressive-score "Triple Duck" Moving Target . . . BALLY'S EAGLE EYE gives full satisfaction to beginners and sharp-shooters alike . . . and instills in every player an urge to develop skill by REGULAR DAILY PRACTICE!

Deposit your coin . . . and see, not a lonely duck, but a flock of THREE DUCKS . . . winging their way over marvelously realistic wilderness! Bang! Bang! Bang! Take as many shots as you want! Hit one of the triple ducks . . . down he drops, exposing the second duck to your "bullet" of light. Now hit number two and he falls . . . giving you a crack at number three. And a moment later THREE MORE DUCKS fly into range!

The beginner is tickled to bag 1 out of 3 . . . or 10 ducks a game. As he develops more skill he may hit 2 out of 3. And the sharpshooter, by shooting 3 ducks every flight, can score as high as 30 ducks! Yet, SHOOTING TIME, whether for 10 or 30 ducks, IS NO LONGER THAN ON ORDINARY RIFLE GAMES.

This EXCLUSIVE "Triple-Duck" feature GUARANTEES REPEAT PLAY and INSURES LONG LIFE because players never get "too good" for the machine. Get your "hitting average" up to 1 out of 3, and you won't rest till you average 2 out of 3. Then your ambition will keep you banging away to ring up a perfect score . . . and that takes real "dead-eye" skill!



ONLY ONE PHOTO-CELL.

SELF-ADJUSTING AMPLIFIER: No dials or meters to fuss with. Amplifier and cell automatically self-adjusted to varying room-light and line-voltage conditions.

LONGER FIRING RANGE: From a few inches up to 75 feet.

ALWAYS IN FOCUS: No adjustments necessary when target cabinet is moved.

UNIFORM LIGHT FLASH: Permanently set at factory, cannot vary.

POSITIVELY CHEAT-PROOF: Score cannot be registered with pocket flashlight. Impossible to shoot continuous light beam.

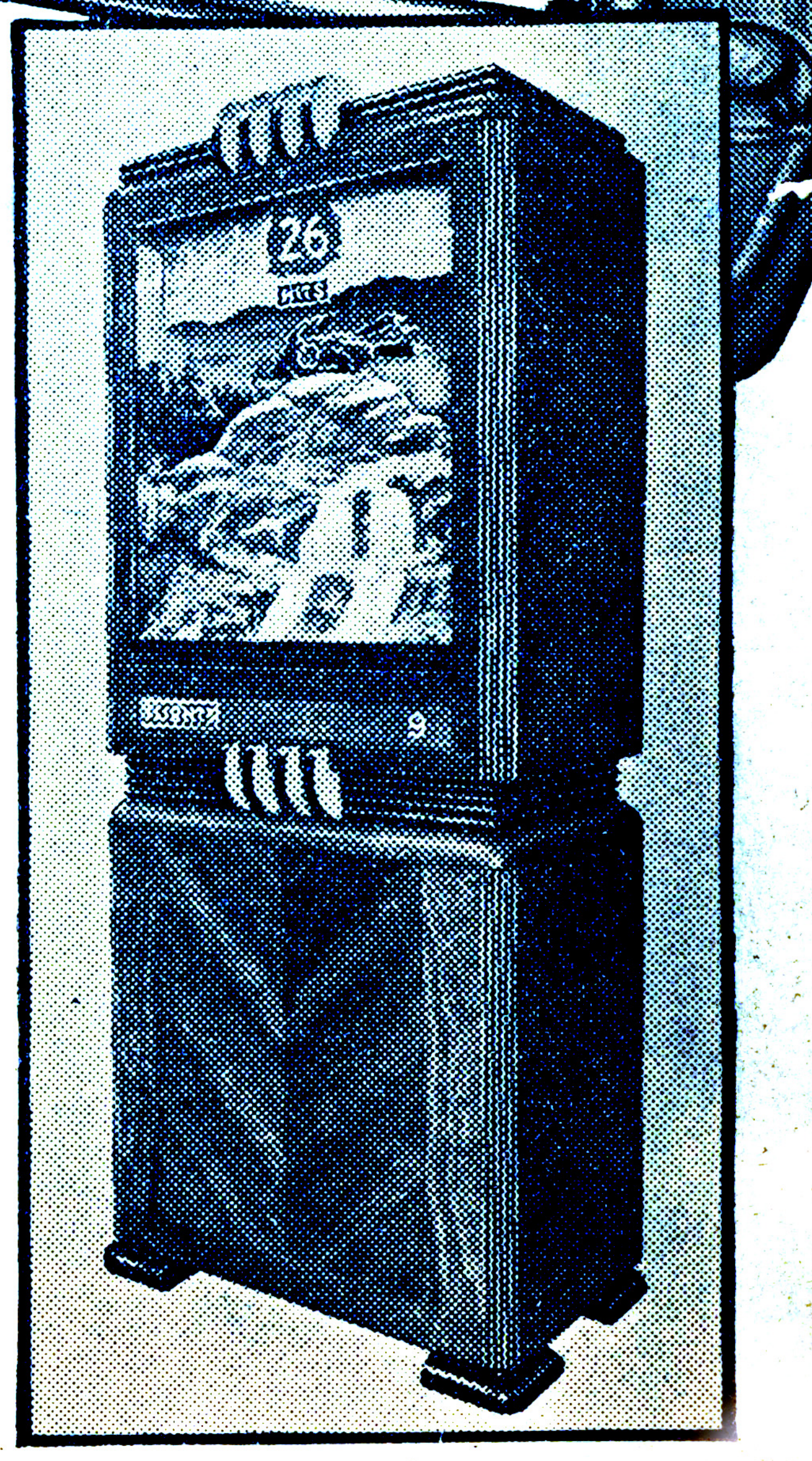
GUARANTEED TROUBLE-PROOF: Simple, sturdy, self-adjusting mechanism requires only routine inspection. Mechanism not subject to damp atmosphere which causes current leaks in ordinary machines. Minimum drain on tubes, as amplifier and photo-cell energized only when game is being played.

REGULATION SIZE RIFLE.

RICH WALNUT CABINET.

REALISTIC SCENIC EFFECT.

LIGHT-UP REGISTER: Shows number of flights and number of hits. Player always knows, not only how many hits he has made, but how many chances he still has.



CONSOLE MODEL

WRITE OR WIRE FOR PRICES TODAY!

BALLY MANUFACTURING CO.

2640 BELMONT AVE., **CHICAGO, ILL.**

JOHN A. FITZGIBBONS, Inc. **Eastern Distributor**
453 W. 47th St., **New York, N. Y.**